

LIFE



WORLD'S BEST:
U. S. NAVY'S NEW DIVE BOMBER

MARCH 31, 1941 **10** CENTS
YEARLY SUBSCRIPTION \$4.50

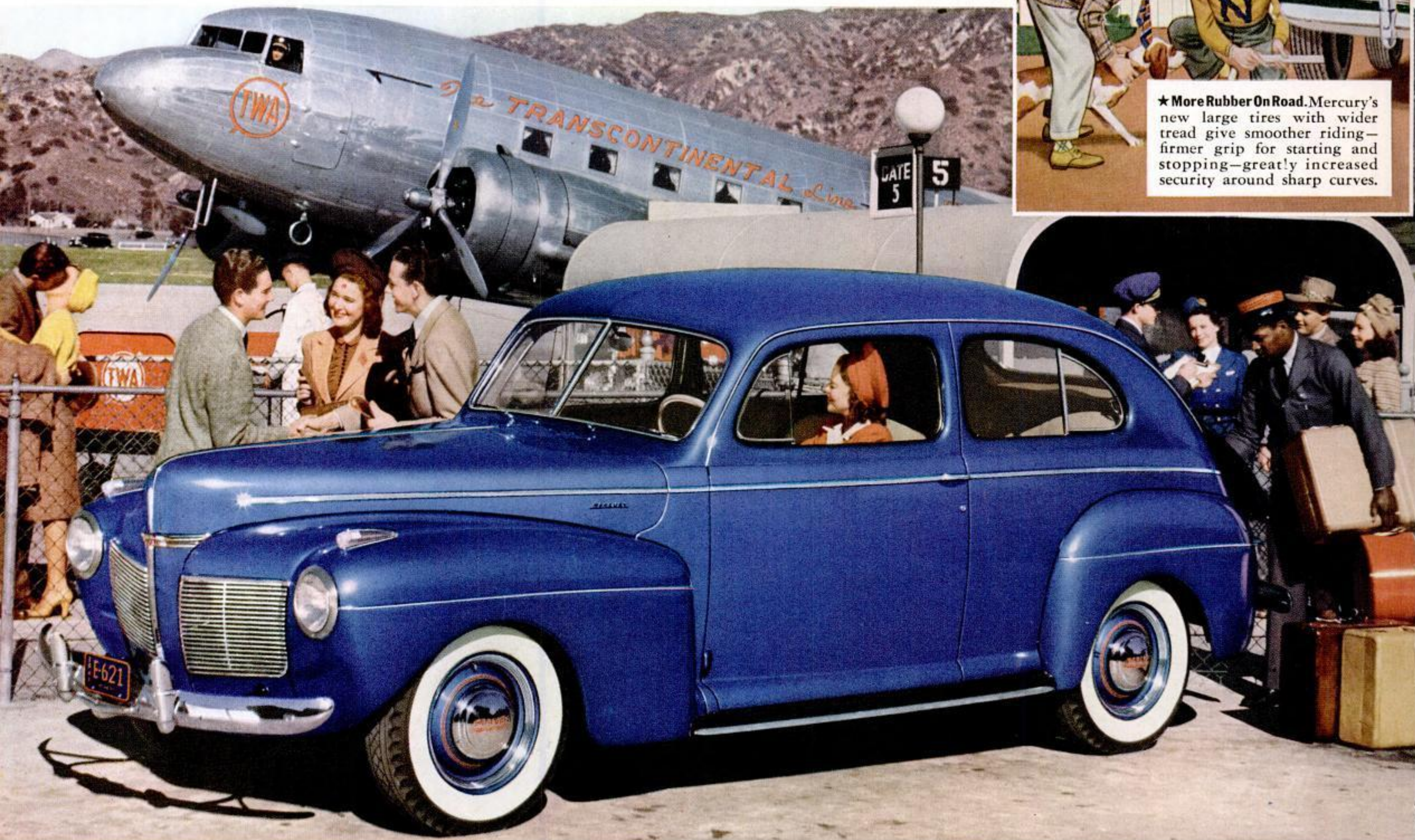


Here's Where MERCURY Differs From The Rest!

THERE'S no other car like Mercury. It's built a new and different way—and has more power per pound than most other cars. As in aircraft engineering, Mercury construction eliminates superfluous weight and drag. ★ That's why Mercury steps out in front and stays there. The illustration at the left gives you a good idea of what we mean. Mercury has plenty of alert power—plenty of thrilling "get up and go". ★ It's an entirely new kind of car designed and built to fit today's driving needs *exactly!*



★ **More Rubber On Road.** Mercury's new large tires with wider tread give smoother riding—firmer grip for starting and stopping—greatly increased security around sharp curves.



A Sweetheart In Every Port!

YOU SEE a lot of Mercurys around the airports. Flying folks say, "It's a sweetheart of a car." And no wonder Mercury gets a warm greeting where the big birds come down to earth—for this young car is typical of the spirit of aviation. ★ New, modern, and different from all the rest, it's in the tempo of today—in style, in luxury, in construction, in action. ★ Mercury is big and spacious—with deep, wide, comfortable seats and plenty of head room and leg room. Long, slow-motion springs ease the toughest

going. ★ Mercury is precision-balanced—has big, wide tires that give it mule-footed sureness when rounding sharp curves and greater steadiness on slippery roads. ★ Motorists take their hats off to the smooth-running V-8 power plant, for its amazing thrift and dependable performance. Why not see for yourself just how much more value—how much more pride and big-car thrill you get in Mercury for just a little more than the cost of the lowest-priced cars. *And remember, operating costs are astonishingly low!*



★ **Big Car Comfort.** Mercury is a *big* car! Wide, deep seats and spacious interiors give passengers plenty of room to S-T-R-E-T-C-H and relax as they ride.



★ **Ample Luggage Space.** Heaps of room for packing all the extras! Spare tire stands vertically, out of the way. Big bags and small bags, fit in easily, without cramming.



★ **The Smart Station Wagon** is a new Mercury body type. Front end and driver's compartment follow the sedan styling. Choice of tan, blue or red leather upholstery. Large luggage capacity. White sidewall tires extra.



Mercury 8

A "back-seat driver"
gets your goat . . .



infectious

dandruff

gets it faster!



START NOW
with **LISTERINE**

WHAT makes the infectious type of dandruff so annoying, so distressing, are those troublesome flakes on collar or dress . . . and the scalp irritation and itching . . . that so often accompany the condition.

If you've got the slightest evidence of this common form of dandruff, do something about it before it gets worse.

Has Helped Thousands

Start right away with Listerine Antiseptic and massage. This is the medical treatment that has shown such amazing results in a substantial majority of clinical test cases . . . the treatment that has also helped thousands of other people.

You, too, may find it as helpful as it is delightful. Listerine is so easy, so simple to use, and so stimulating . . . actually fun! You simply douse it on the scalp morning and night and follow with vigorous and persistent massage.

Thousands of users have marvelled at how those distressing flakes and scales begin to disappear, how much cleaner and healthier their scalps appear. And remember:

Kills "Bottle Bacillus"

Listerine Antiseptic kills millions of germs on scalp and hair, including *Pityrosporum Ovale*, the strange "Bottle Bacillus" recognized by outstanding dandruff specialists as a causative agent of infectious dandruff.

This germ-killing action, we believe, helps to explain why, in a clinical test, 76% of dandruff patients showed either complete disappearance of or marked improvement in the symptoms of dandruff within a month.

LAMBERT PHARMACAL COMPANY, St. Louis, Mo.

THE TREATMENT

MEN: Douse full strength Listerine on the scalp morning and night.

WOMEN: Part the hair at various places, and apply Listerine Antiseptic right along the part with a medicine dropper, to avoid wetting the hair excessively.

Always follow with vigorous and persistent massage with fingers or a good hairbrush. Continue the treatment so long as dandruff is in evidence. And even though you're free from dandruff, enjoy a Listerine Antiseptic massage once a week to guard against infection. Listerine is the same antiseptic that has been famous for more than 50 years as a mouth wash and gargle.



buy the **BIG** bottle . . . most for your money

This One



1K9E-T1Z-JSSH

You may worry about the love-sick cat



but here is one worry you can avoid

You can silence the cat with a well-aimed slipper but that's small consolation if he's back tomorrow night.

The same is true with your car. You can silence the squeaks and rattles of your car with ordinary grease, but not for long.

Marfak lubricant is what you need. It sticks to its job long after ordinary grease has been squeezed out, jolted off or washed out.

And you don't have to worry about any points being missed either, for Marfak means Texaco's famous 40-Point Chassis Lubrica-

tion Service by a trained expert who works by chart and not by chance.

So stop in where you see the red and white sign: "Let Us Marfak Your Car" and leave your lubrication worries behind you. Marfak makes your car ride like a new one.



TUNE IN FRED ALLEN—Texaco Dealers invite you to enjoy Fred Allen in the full-hour program of the Texaco Star Theatre... with Kenny Baker, Al Goodman's Orchestra and a great cast. Every Wednesday Night, Columbia Network. 9:00 E.S.T., 8:00 C.S.T., 10:00 M.S.T., 9:00 P.S.T.



TEXACO'S 40-POINT CHASSIS LUBRICATION SERVICE
AT ALL TEXACO AND OTHER GOOD DEALERS

LETTERS TO THE EDITORS

Secretary Knox

Sirs:

Perhaps you would like a few footnotes to your close-up of Frank Knox (LIFE, March 10).

The enclosed picture, taken by the Reverend Albert J. Anthony, shows what a Secretary-elect of the Navy does when he's trying to make up his mind whether to accept. With a call to the front line of defense in his pocket, he returned from Washington to his alma mater, Alma College, for the commencement luncheon.

Incidentally, LIFE overlooked the fact that while working his way through



KNOX AT ALMA

Alma, Colonel Knox showed the extraordinary initiative of inventing, manufacturing, and distributing his own substitute for coffee, "Knox Alma Anti-Coffee," the name of which was spread by his student assistants in yellow ochre paint over the entire countryside. One group of them, probably with Frank Knox as instigator, painted Old Nellie, Professor "Buck" Ewing's antiquated horse, with yellow ochre stripes like a zebra and released her. The following morning she ran up to browse in front of the building just as the students passed into chapel.

L. ROBERT OAKS

Alma College
Alma, Mich.

Sirs:

I like very much the Frank Knox close-up by Jack Alexander. As Alexander will probably tell you we of the *Chicago Daily News* think of Knox as very much of a real man.

PAUL R. LEACH

Chicago Daily News
Washington, D. C.

Sirs:

In the article on Secretary Knox by Jack Alexander, this statement appears: "Knox brought pressure on the slow-moving Civil Service Commission and had his civilian clerical force raised from 3,800 to around 6,000."

Long before the present national emergency arose, the Civil Service Commission had made comprehensive plans to meet it. The operations of the Commission had been carefully streamlined and procedures adopted to render 24-hour service to defense agencies.

In this connection, you will be interested in the following excerpt from a letter written by Secretary of the Navy Knox to the U. S. Civil Service Commission on Nov. 7, 1940:

"The Navy Department wishes to express its appreciation of the hearty cooperation and efficiency shown by the Civil Service Commission in procuring some 1,200 eligible candidates in 24 different trades or occupations for employment at the Navy Yard, Pearl Harbor, T. H."

HARRY B. MITCHELL,
President

U. S. Civil Service Commission
Washington, D. C.

(continued on p. 4)

NEW KIND OF REFRIGERATOR



PHILCO
ADVANCED DESIGN

...gives you the Conservador plus separate compartments for Dry Cold, Moist Cold and Frozen Foods

No other refrigerator you have ever seen is like this new 1941 *Advanced Design* Refrigerator created by Philco engineers. It brings you new ways to keep your foods fresh, wholesome and delicious... exclusive features that give you better, more convenient ways to store your foods, saving you time, energy and expense.

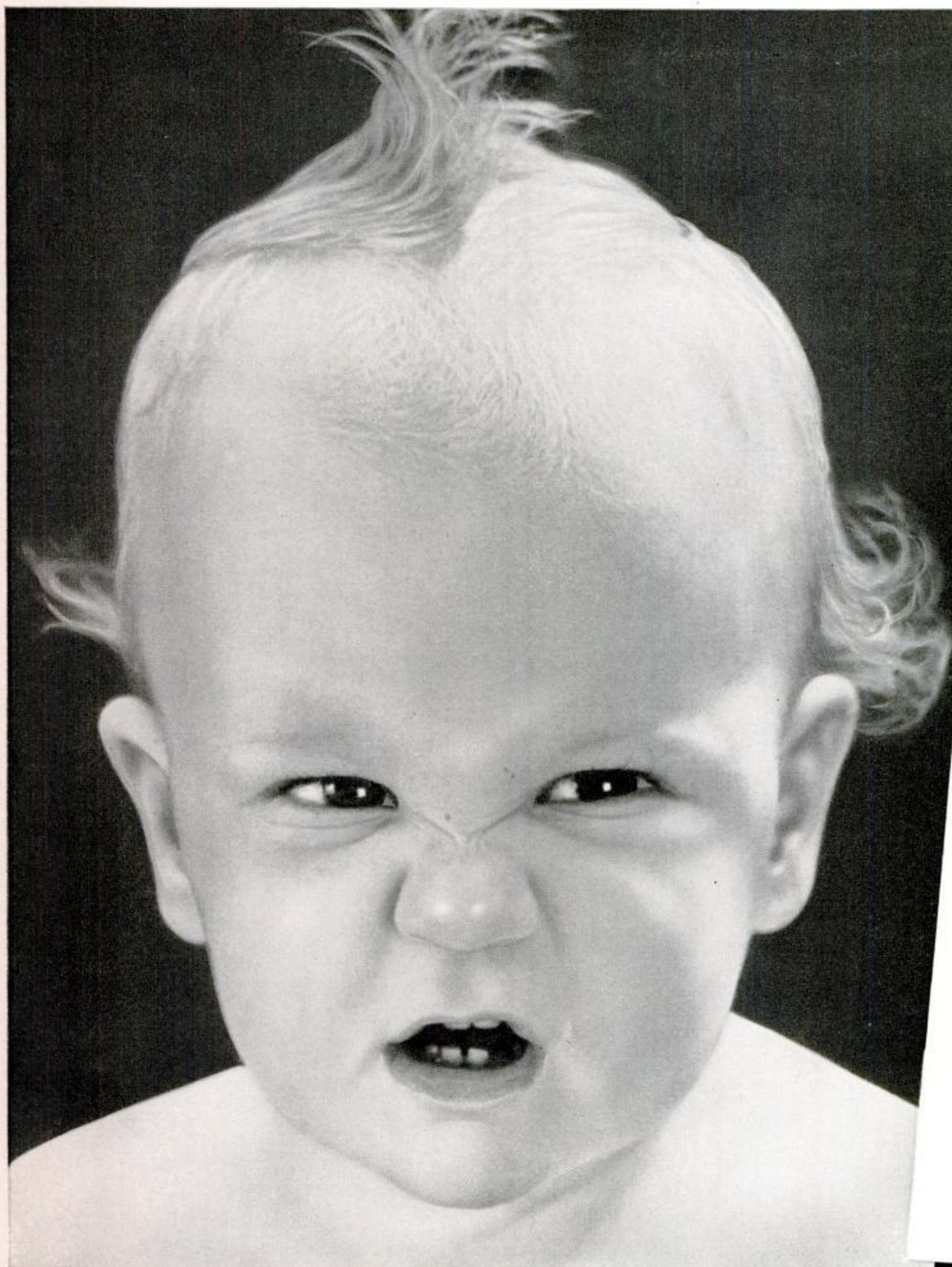
The Conservador, a shelf-lined Inner Door, gives you 26% more quickly usable space. A huge, separate Frozen Food Compartment is specially designed for all modern frozen storage uses. Separate compartments for both Dry Cold and Moist Cold give you every kind of cold for every kind of food. Only Philco offers you all these services in a single refrigerator!

See this new kind of refrigerator. In every model, you get more features for your money, the greatest dollar for dollar values in refrigeration.

Models to Suit Your Needs from \$114⁷⁵ to \$259⁹⁵

Including 5-Year Protection Plan
Prices slightly higher Denver and West; subject to change without notice

SEE THEM TODAY AT YOUR PHILCO DEALER



Johnny's pretty peeved!

He's tired of being half an orphan!

Daddy went away on business three days ago. No word since. No evening romp for Johnny. Mother's sort of lonely, too, and a wee bit worried.

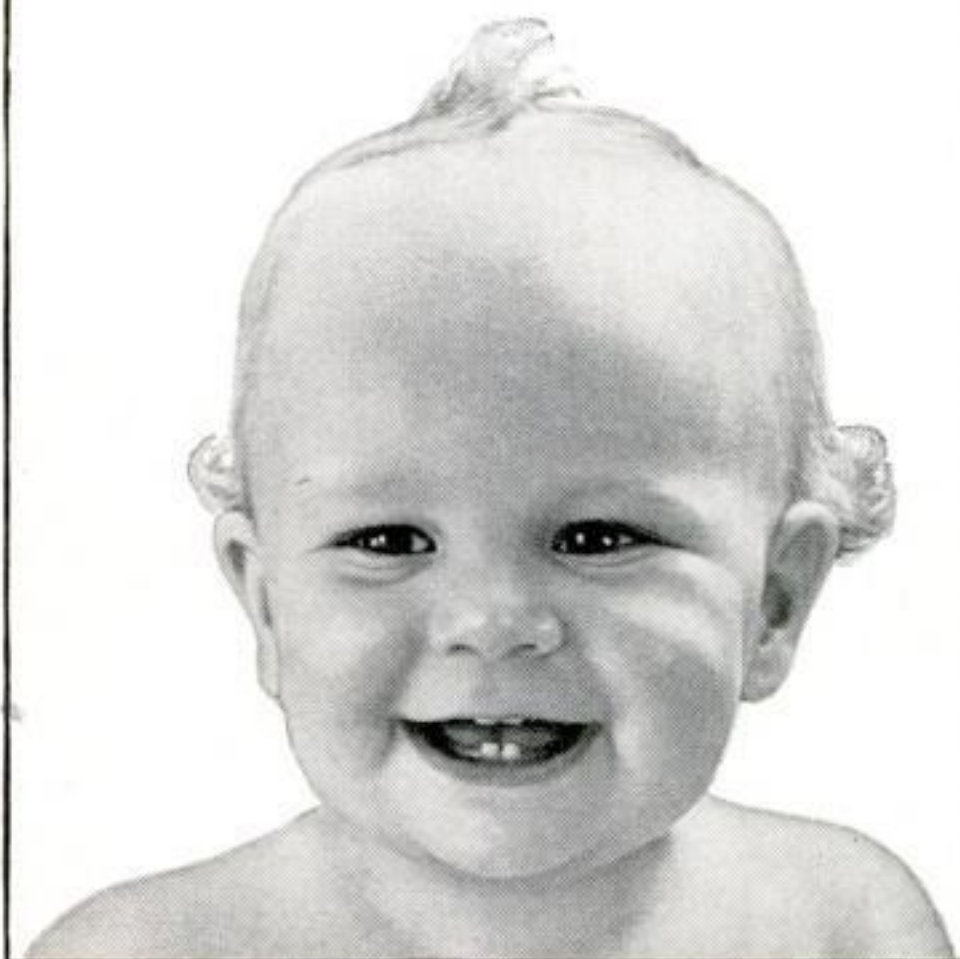
Why doesn't somebody do something about it?



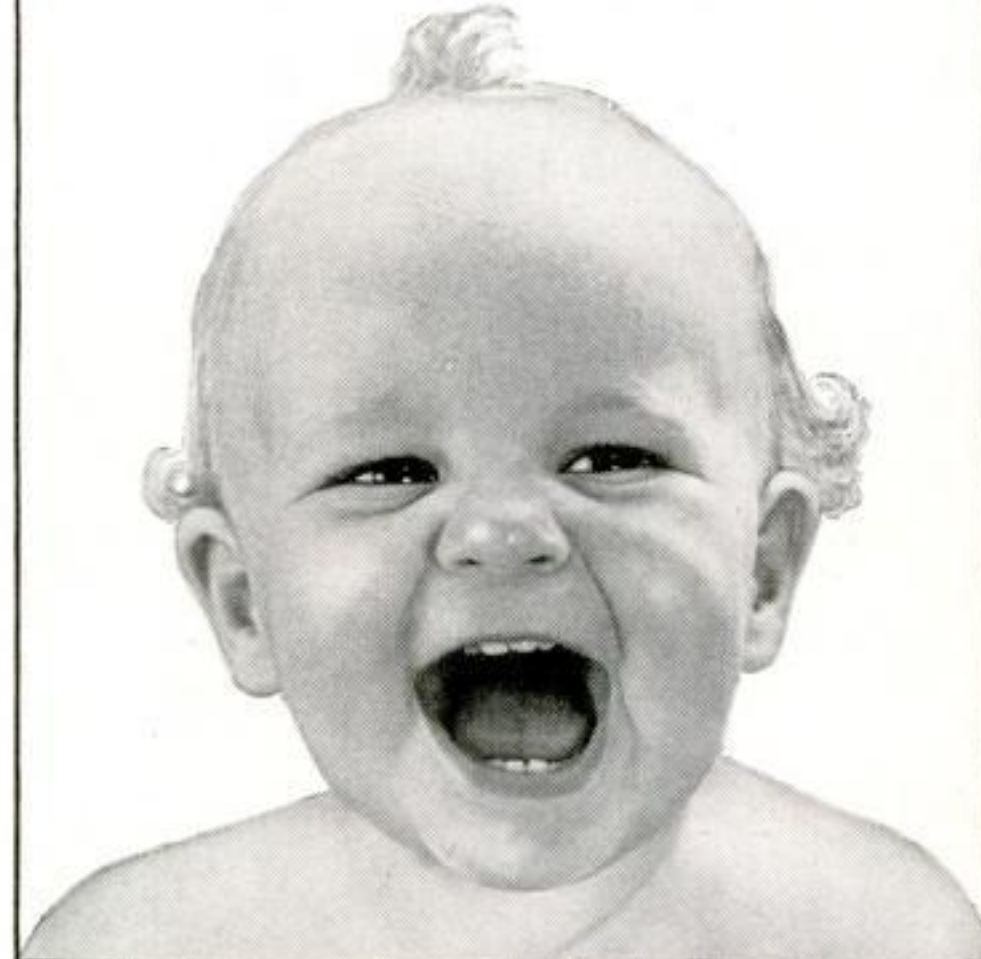
WAIT A MINUTE! When Mother misses her folks—what does she do? They live a long way from Mother. . . . Certainly Daddy misses Mother and Johnny. There *must* be a way.



THAT'S IT!—the telephone! It's ringing now. Mother's hurrying to answer it. It's Daddy! He's 500 miles away, but you can hear him say, "Hi, Johnny," just as plain!



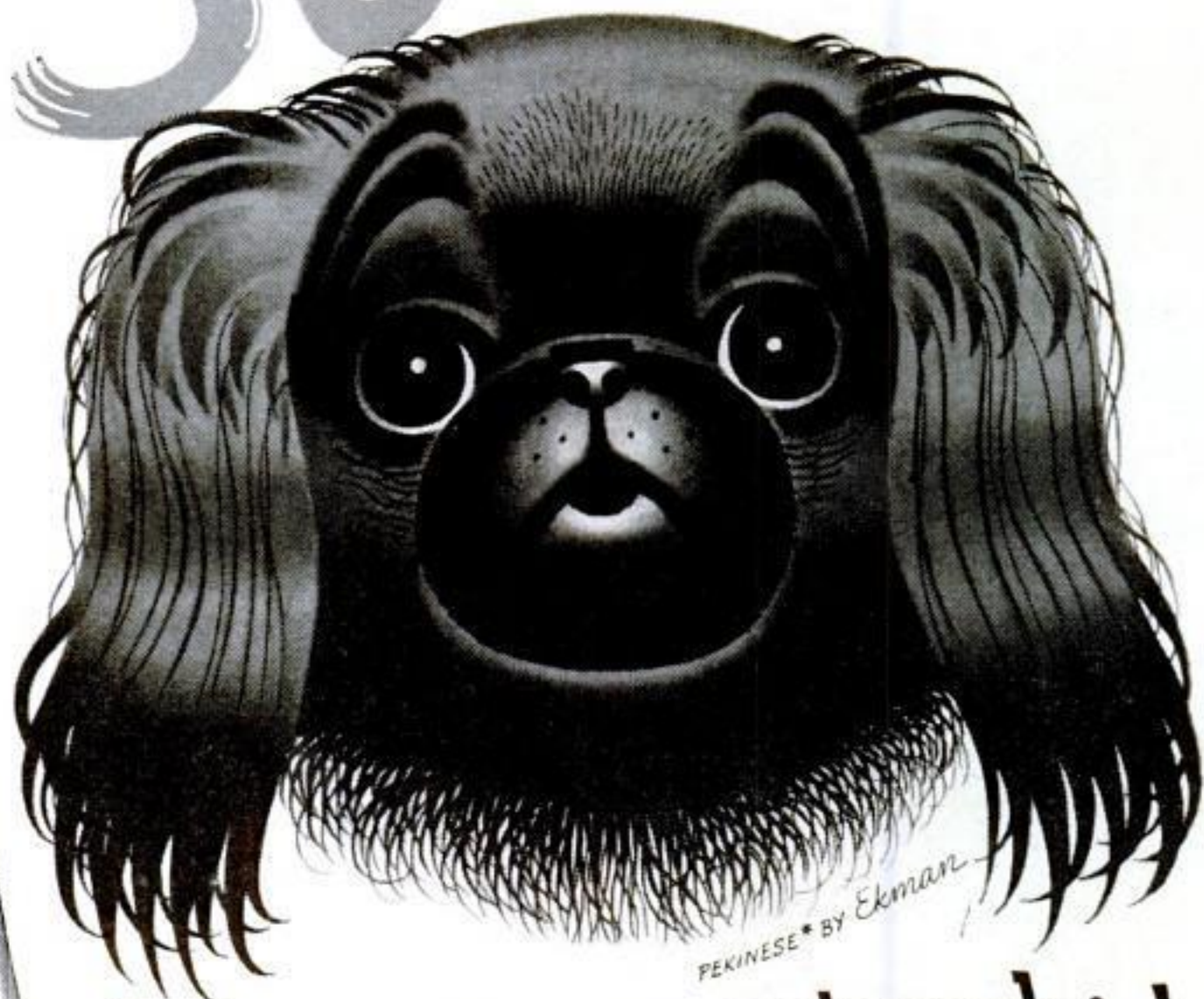
EVERYTHING'S FINE! Mother's all cheered up. Daddy is having a good trip. He'll be home before Johnny's bedtime tomorrow. And (shh!) he's bringing a funny fuzzy dog!



LONG DISTANCE RATES TO MOST POINTS ARE REDUCED AFTER 7 P. M. AND ALL DAY SUNDAY

I'M NO

SOFTIE



..but sometimes my stomach is!

VETERINARIANS BLAME: *Hard to digest foods, faulty feeding for most common dog ailments*

NOT just one, nor two—but *all* breeds have specialized digestive systems! Dogs, by nature, aren't equipped to handle *just any foods*. That's why your dog's permanent, vigorous health calls for a correct, easily digested diet. One that will protect him against common diet-caused ailments.

Veterinarians recommend nutritionally balanced Pard. They're familiar with Pard's ability to build up defenses against disease, keep dogs healthy, full of pep. At Swift's Research Kennels, 5 successive generations of dogs have lived in top condition on nothing but Pard. Not a single diet-caused ailment, such as excessive shedding, listlessness, diarrhea, or any others!

Let these scientifically established facts be your guide. Feed your dog Pard regularly!

* Artist's conception of Pekinese, a small breed with great poise and dignity. His cleanliness and quiet nature make the "Peke" a fine pet for restricted surroundings.

SCIENTISTS HAVE LEARNED THAT DOGS DO NOT THRIVE ON MEAT ALONE.



They need a balanced diet that is adapted to their digestive capacity; a diet that is nutritionally balanced. Five generations of Wire Hairs, fed Pard exclusively, at Swift's Kennels have escaped all diet-caused ailments.

H. E. ROBINSON, Ph. D.
in charge of
Swift & Company
Nutritional Research
Laboratories

Give PARD your "See and Sniff" Inspection.



Open a can of Pard. See for yourself how tempting and wholesome Pard looks and smells. If Pard does not come up to your expectations in every way—send the label from the Pard can to Swift & Company, Chicago with your comments. Swift will gladly give you double the price you paid for it.



PARD

SWIFT & COMPANY'S
NUTRITIONALLY
BALANCED DOG FOOD

LETTERS TO THE EDITORS

(continued)

Sirs:

The splendid article on the Navy's new boss, Secretary Knox, was of exceptional interest to those of us in the Naval Service.

Already popular, he should receive all honors due him, viz., a 19-gun salute rather than 17 as stated. Assistant Secretary Bard would receive the 17-gun salute.

THOMAS A. ESLING
Lieutenant Commander, USNR
Santa Barbara, Calif.

● Correct.—ED.

Exothermic, Eupeptic Knox

Sirs:

What puzzled me was that Mr. Knox is "exothermic and extroverted . . . ruddy, eupeptic and vigorous." Having spent some time recently writing a thesis on adrenaline, I would appreciate particularly a fuller account of the abnormalities which make Secretary Knox "adrenal and robust." This adrenal, eupeptic Mr. Knox is obviously a sick man. If Mr. Alexander's diagnosis is correct, our defense program is in great danger. Something must be done!

JAMESON L. CHASSIN
Harvard University
Cambridge, Mass.

● LIFE remains convinced that healthy Secretary Knox can be simultaneously adrenal (capable of sudden bursts of energy), eupeptic (having good digestion) and robust.—ED.

Venetian-Blind Dress

Sirs:

CANCELLATIONS OF ORDERS AND REQUESTS FOR EXPLANATIONS COMING FROM ALL OVER COUNTRY ON MISTAKE IN PRICE OF GREER'S VENETIAN BLIND



GREER DESIGN

DRESS (LIFE, March 10). I AS MANUFACTURER FACE TERRIFIC FINANCIAL LOSS ON SOMETHING WHICH SHOULD HAVE BEEN SENSATIONAL.

VIOLA S. DIMMITT
Los Angeles, Calif.

● LIFE hastens to explain that \$16.75 was the wholesale price for the dress, before the retailer's mark-up.—ED.

Atzor

Sirs:

Of all those furthering purposeless idiotic pastimes, the laurels go to the Nebraskan inhabitants of Atzor (LIFE, March 3). It is very rare, fortunately, that one can find at one time and in one place so many people suffering from an acute case of megalomania.

WILLIAM B. TODD
Lehigh University
Bethlehem, Pa.

(continued on p. 6)



Bedroom glamour for MR and MRS! The luxury of Peachskin, the new, delightful fabric of silk and Bemberg rayon, will appeal to every MR & MRS—make them more appealing to each other! As serviceable as good looking—comfortable, too.



MR & MRS! Twin outfits with pockets embroidered. Beautifully tailored garments, luxury plus for bedtime! About \$5 each at good stores everywhere. Other qualities from \$2 and up.



SLEEP... AS YOU LIKE IT* Are you a semi-nudist? You can have Kaylon Sleep-Slax or Sleep-Shorts without tops—or Demi-Jams* (tops with half sleeves and knee-length pants)—in fact any style or combination you prefer. All are of Peachskin, the luxury fabric made of silk and Bemberg rayon *Reg. U. S. Pat. Off.

BEMBERG

a name that means luxury in sleepwear!



SAVE on purchase price
SAVE on gas and oil
SAVE on upkeep

*Why Pay
More?
Why Accept
Less?*

Keep Your Balance with a **CHEVROLET**

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

INDUSTRIAL WORKERS

Try New Plan To FIGHT TIREDNESS



Maybe there's something to it! That was the reaction of 36 industrial workers when they heard about drinking Knox Gelatine to reduce fatigue. So they volunteered for the Knox 28-day test...to see if tiredness could be lessened for them.

What they reported! 12 men each from a world-famous lock-manufacturing plant, an automobile assembly plant, a vast electrical plant...36 men in all...began the Knox 28-day test. Of the 30 who completed it, 28 reported there certainly was a lot to the idea...they said they were less tired!

They weren't the only ones! Groups of men and women in 26 different kinds of manual and mental jobs, from telephone operators to business executives, also began the Knox 28-day test. What happened? 2 out of 3 who began drinking Knox, and 9 out of 10 who completed the test reported tiredness was reduced! (The same Knox Gelatine famous for over fifty years for salads and desserts was used in these tests.)

Noticed effects in 2 weeks! Look at this: The majority of men and women in all these carefully conducted Knox tests said their jobs tired them less after only two weeks of drinking Knox. Do not these results make the Knox Routine worth a trial? We believe you'll agree it does. So, if you feel that you tire too easily at your job, try drinking Knox Gelatine for at least two weeks. Just follow these easy directions!

TRY THIS YOURSELF...at least 2 weeks

1. Drink 4 envelopes of Knox Gelatine every day for 2 weeks. Then drop to 2 a day. After 28 days, drink as needed.
2. To prepare, pour 1 envelope (1/4 pkg.) Knox Gelatine into 3/4 glass water or fruit juice, not iced. Let liquid absorb gelatine. Stir. Drink immediately. If it thickens, stir again. The gelatine is tasteless.

BUT BE SURE it's plain, unflavored Knox. Knox is all body-building protein. Ready-flavored gelatine dessert powders are 7/8 sugar, 1/8 protein. Buy from your grocer in 4-envelope or economical 32-envelope package.

KNOX Gelatine

A SUPPLEMENTARY PROTEIN CONCENTRATE

SEND FOR FREE KNOX BULLETIN

telling how you may try reducing tiredness. Write Knox Gelatine, Dept. 71, Johnstown, N. Y.



LETTERS TO THE EDITORS (continued)

Sirs:

Let me assure you we are not all screwy in good old Lincoln, Neb.

CHARLES BRUCE
Lincoln, Neb.

"Bremen" Burned

Sirs:

Today's news makes me suspect that the British are close readers of LIFE. In LIFE, March 10, you carried the story of George Crabtree's "Cook's Tour of the War," with a picture of the *Bremen* and *Europa* "camouflaged with



SHROUDED "BREMEN"

nets and shrubs, anchored off the Elbe River nine miles from Hamburg."

Now I read that the British have bombed the *Bremen*, supposedly near Hamburg, and that even the Germans admit she has been burned.

Nice work!
JOHN L. SIMMONS
Newark, N. J.

Coyote Killer

Sirs:

Seldom have I seen in any magazine such pictures as that of killing a coyote (LIFE, March 10). I thought you had an A.S.P.C.A. in America. In fact, I always understood that's where it originated. I know the coyote is a cruel animal, but surely every beast is entitled to more consideration than to be trapped for hours, then kicked in the heart. There is only one place in the world for men who do these things—in the German Gestapo.

ALICE BRYANT
Victoria, British Columbia

Sirs:

I find the story of coyotes as given in LIFE as misleading as the photo of the trapped creature is revolting, but I should like to comment on it since the story is typical of government trapper propaganda.

The menace consists, in part, of creating and promoting hate for certain predators by exaggerating their offenses and ignoring their value in maintaining the balance of nature. Thus the coyote, at the behest of the powerful cattle and sheep men's lobby, is given no quarter.

MRS. EDWARD BRECK, President
The Anti-Steel-Trap League
Washington, D.C.

Thanks from Rivera

Sirs:

I want to thank you for your fine review of my fresco mural in San Francisco (LIFE, March 10). There is only one addition I want to make, in justice to my assistants. Although you mention only one, the two chief assistants on the mural were Emmy Lou Packard and Arthur Niendorf. Miss Packard is painted in the upper-right panel, representing the woman artist. She is the only painter I have found who is able to paint fresco with me successfully. Mr. Niendorf is not shown in the mural, but has been my assistant for many years. Without them I would have had great difficulty in completing the mural on time.

DIEGO RIVERA
Mexico, D. F.

Washington Worker

Sirs:

Marguerite Sharpe (LIFE's cover, March 10) was never a Hollywood

(continued on p. 8)

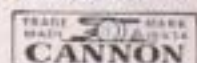


The "step-ladder stretch"—makes hanging curtains easy, but makes hoarding stockings hard! Don't despair, though—Cannon's gorgeously sheer stockings will stand lots of stress and strain.

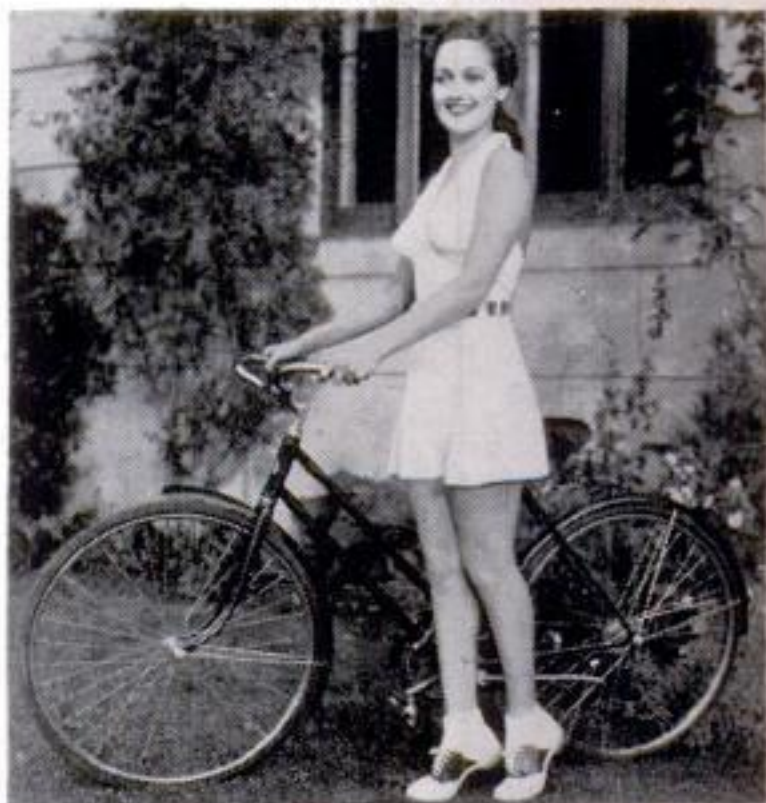
Every pair is inspected by an air-pressure machine that reveals tiny flaws—invisible cause of most "mystery" runs. Cannon rejects all but the perfect hose—flawless, full-fashioned, triple-inspected.

*Cannon
Hosiery*

P.S. Cannon Silk Hosiery, in the Cellophane Handy-Pack, 69¢ to \$1.00. Cannon Nylon Hosiery, \$1.35 and up. By the makers of Cannon Towels and Sheets.



Dorothy Lamour
STAR OF PARAMOUNT'S
"ROAD TO ZANZIBAR"



with her SCHWINN-BUILT Bicycle!

Hollywood stars ride Schwinn-Built bicycles—America's finest, guaranteed for life! Get ten stunning big pictures in color of screen favorites and latest Schwinn-Built models, by writing for "Movie Cyclorama." Send postcard or coupon for your free copy.

Free! "MOVIE CYCLORAMA"
Opens to 21 by 27 inches.
Each side a gorgeous full-color poster. Mail coupon.

ARNOLD, SCHWINN & CO.
1706 N. Kildare Ave., Chicago, Ill.
Please send "Movie Cyclorama," free.

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Address.....
City.....State.....



AGAIN, ESTATE, PIONEER OF IMPROVEMENTS IN THE COOKING APPLIANCE FIELD, INTRODUCES A COOKING THRILL... THE NEW ESTATE RANGE WITH THE BAR-B-KEWER

THIS EASTER, AMERICA DISCOVERS A NEW WAY TO COOK MEATS ... MORE DELICIOUS THAN ROASTING OR BAKING



Amazing **ESTATE BAR-B-KEWER*** broils, or barbecues, whole hams, chickens, rib roasts by the low-temperature method recommended by the National Live Stock & Meat Board.

Expect your family to forget its table manners and whoop with delight at the first taste of that Easter Ham... not baked, but *broiled* in the amazing Estate Bar-B-Kewer. For the Bar-B-Kewer broils to tender, juicy deliciousness, with radiant heat, not only steaks and chops, but whole chickens, turkeys, hams, rib roasts, legs of lamb and other tender cuts.

ADDS AN EXTRA OVEN TO THE RANGE

And, just think, while the Bar-B-Kewer is performing this miracle with your meat, all your oven space is available for baking cakes, pies, biscuits, preparing casserole dishes. It's exactly like having a two-oven range.

WHY WAIT? You *deserve* all the thrills that a beautiful, modern, work-saving, time-saving Estate can bring you. See your dealer tomorrow. You can buy an Estate Range on surprisingly small monthly payments.

FREE! A BIG, 12-POUND
SWIFT'S PREMIUM EASTER HAM

To demonstrate the magic of the Estate Bar-B-Kewer, Estate dealers are offering a delicious 12-pound Swift's Premium Ham for your Easter dinner as a gift with every Estate Range. Offer is limited. So hurry! (See Swift's Premium Ham ad in this issue.)

ESTATE Ranges

CITY GAS... ELECTRIC... BOTTLED GAS (Skelgas exclusively in the middle west)

MADE BY THE MAKERS OF THE FAMOUS ESTATE HEATROLA

PASTE ON PENNY POSTCARD • MAIL NOW!

THE ESTATE STOVE COMPANY,
DEPT L-3-31, HAMILTON, OHIO.

FREE! Please send me your free booklet—"The New Way to Cook Meats," and name of nearest Estate dealer.

NAME _____

ADDRESS _____

CITY _____ STATE _____

(CHECK HERE THE FUEL YOU USE) GAS ☐ ELECTRICITY ☐ BOTTLED GAS ☐





...AND I MEAN
Smart

You hear it everywhere
PORTAGE SHOES are worn . . . campus,
ball game, avenue or business. Styled for
spring, of famous quality leathers, they give
you smart distinction and luxurious com-
fort. Your Portage Dealer has the right style,
at the right price, for you. See him today.
PORTAGE SHOE MFG. CO. • Milwaukee, Wis.



Model 106
STANFORD
\$7.50



Model 2265
AIR-CUSHIONED
PORTO-PED
\$6.50



Model 6858-1
BOULEVARD
\$6.00

PORTAGE
Shoes for Men \$5.00 to \$7.50
Slightly higher west of Rockies

LETTERS TO THE EDITORS (continued)

stenographer. If you ask her again she will tell you that the only job she ever had before she went to Washington was with Los Angeles Credit Men's Association as my secretary, and a very good one she was too.

Marguerite will not mind my telling you that she left Los Angeles with about five dollars in cash, lots of common sense, and what it takes to get along in the world, guts.

DON MURRAY

Los Angeles, Calif.

Sirs:

Civil service may have called your cover girl from Hollywood to Washington, but if the movie moguls do not now call her back their heads must be buried even deeper in the sand than their critics claim.

K. V. LINDSEY

New York, N. Y.

● The moguls' heads are well out. Since appearing on LIFE's cover, Marguerite Sharpe has had offers from Paramount and M-G-M; a screen test at 20th Century-Fox, which gave her a 30-day option; a telegram from a Hollywood agent who wants her to appear in a picture based on her life.—ED.

Captured, Not Conquered

Sirs:

Your pictures of the Libyan war (LIFE, Feb. 10) are beyond all praise, but when I read the caption under the picture of the five Italians with their hands in the air, "Discouraged Italians, like all prisoners, are a poor advertisement for their Army," I thought at once of a notable exception to that "all."

There was a Sergeant Halyburton among the first batch of American prisoners taken by the Germans in World War I. The Boches laid down a box barrage on the trench held by his company, then came over in force, took the trench, cut the throats of the wounded and captured a few survivors, including the sergeant who had been stunned. He kept on fighting with his fists all the way as they dragged him across No Man's Land.

The Germans were pleased with their catch and published an official photograph of the sergeant standing before a



HALYBURTON & CAPTORS

German officer to be questioned. When the picture reached this country it was republished with the apt caption, "Captured But Not Conquered." The dauntless bearing of the sergeant, the proud lift of his head as he refused to give out any military information, made him a first-class advertisement for any army. He looked like a trapped lion surrounded by a pack of jackals.

And even Italian prisoners have not always been like these. There was a young Roman once (Mucius Scaevola—Ed.) who, when threatened with torture to make him disclose a military secret, thrust his right hand into the fire and held it there, smiling at his captors while the roasting flesh sizzled in the blaze. The King of the Tuscans thought twice about continuing to make war against people like that.

GEORGE D. CURTIS

Lakeside, Calif.



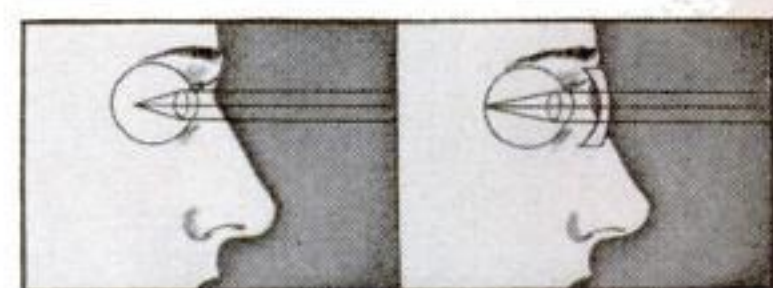
FOUND!
A REALLY FINE
FOULARD
at \$1

COHAMA Foulard

Cohama all-silk Foulards at \$1 stand up under any comparison. The cloth is full-bodied and resists wrinkles. The patterns are authentic. And the colors are clear-cut. At \$1, they make your dollar important!

At all dealers or write

COHAMA CRAVATS 1412 Broadway, New York



**Are You
Nearsighted ?...**

MYOPIA (nearsightedness) is a common eye condition occurring when the rays of light fall in front of the retina. Corrective lenses will focus the light rays on the retina as pictured above.

In matters concerning your vision, consult an Eye Physician (Ophthalmologist). His prescription will be followed faithfully by a Guild Optician. This double-safeguard assures you the correct diagnosis of your trouble—and glasses skillfully ground and fitted to give you the desired eye comfort. Ask your doctor!

Guild



Opticians

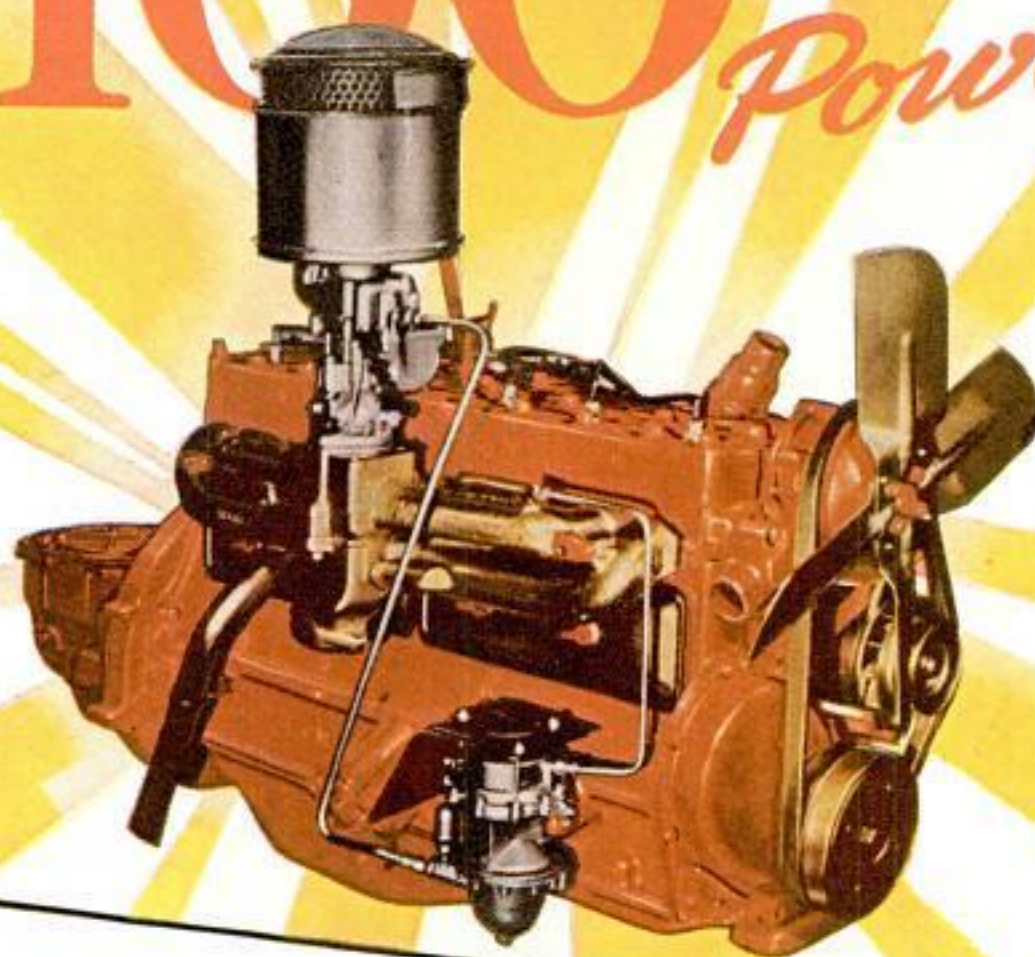
ARE RECOMMENDED BY PHYSICIANS

When your eyes need attention, call on a Guild Optician for this authoritative booklet on the care of eyes and the names of Eye Physicians in your vicinity . . . or write the Guild of Prescription Opticians of America, 12, 1218 Chestnut Street, Philadelphia, Pa.



More Pull!
More Pep!
More Punch!

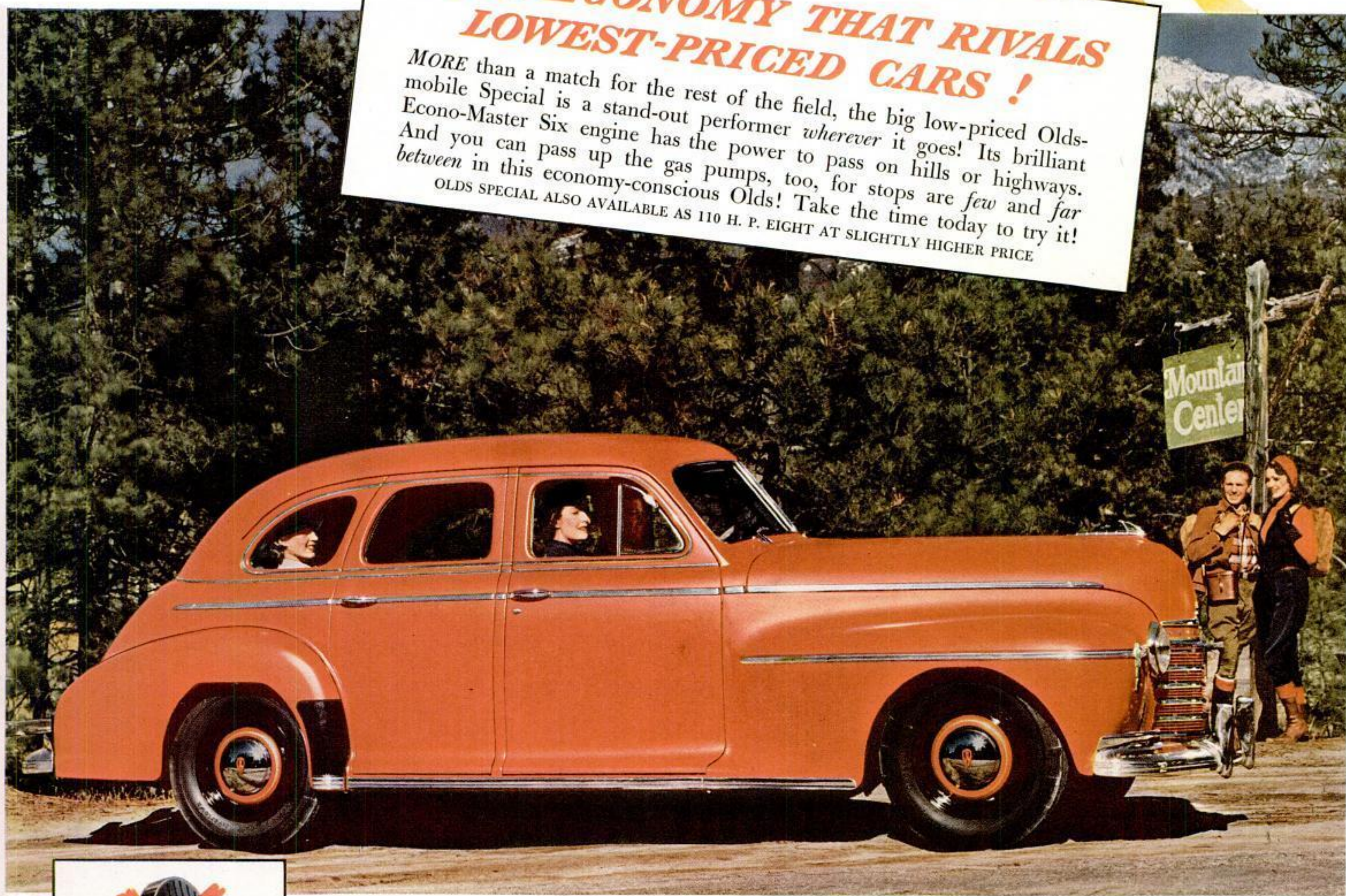
100 Horse-Power!



**WITH ECONOMY THAT RIVALS
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MORE than a match for the rest of the field, the big low-priced Oldsmobile Special is a stand-out performer *wherever* it goes! Its brilliant Econo-Master Six engine has the power to pass on hills or highways. And you can pass up the gas pumps, too, for stops are *few and far between* in this economy-conscious Olds! Take the time today to try it!

OLDS SPECIAL ALSO AVAILABLE AS 110 H. P. EIGHT AT SLIGHTLY HIGHER PRICE



**NO CLUTCH
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Add *another* thrill to your acquaintanceship with Olds—try no-clutch, no-shift driving! In an Olds Hydra-Matic, driving is simply a matter of *starting, steering and stopping* with nothing else to do! All gear-shifting is *automatic* and there is *no bothersome clutch pedal* in the car at all!

**STYLED TO LEAD
 BUILT TO LAST**

*Optional at Extra Cost

**PRICED JUST
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When it comes right down to comparing *prices*, there's *little* difference between the Oldsmobile Special Six and deluxe models of lowest-priced cars. But, when you compare *cars*, there's a *great deal* of difference—with Olds way ahead in everything!

THE CAR
Ahead!
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AMERICA'S FAVORITES AT PRICES ALL CAN AFFORD!

Just look at the astonishingly low prices! Here's the simple reason for them: From plantation to you, these fine coffees are under A&P's direct control. Thus, we do away with extra handling charges and middlemen's profits that usually add so much to the cost of foods.

No wonder every seventh family in America buys these choice coffees! They're the pick of the plantations, roasted to flavor peak, sold only in the fresh bean, then *Custom Ground* at the moment of purchase, exactly right for your own coffee pot to bring out all the magnificent flavor.

There's a blend to suit every taste: Eight O'Clock, *mild and mellow*; Red Circle, *rich and full-bodied*; Bokar, *vigorous and winey*. Today—choose your favorite and enjoy coffee at its glorious best!

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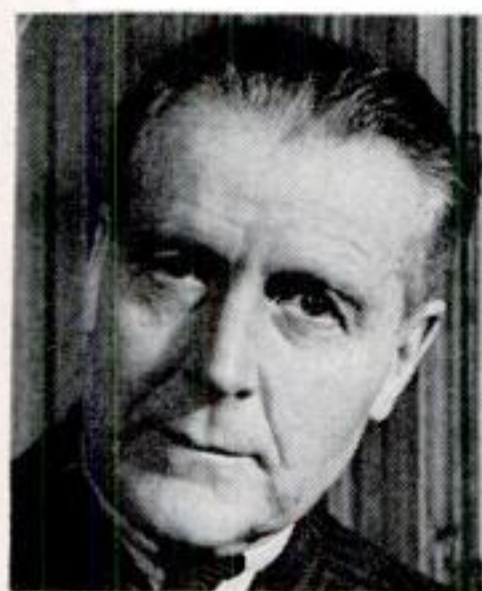
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LIFE'S REPORTS

A FORMER U. S. AMBASSADOR DESCRIBES GRAVE CONDITIONS IN WAR-WEARY SPAIN

by THE HON. JOHN C. CUDAHY



Until he resigned from the U. S. Foreign Service last November, the Honorable John C. Cudahy was one of America's best-known and best-informed diplomats in Europe. In his most recent post, as U. S. Ambassador to Belgium, he witnessed the German invasion and stayed in Brussels until August

of last year. Before then, he had been Minister to Eire (1937 to 1939) and Ambassador to Poland (1933 to 1937). On his return from Belgium, Mr. Cudahy wrote the memorable article, Leopold's Belgium, which appeared in the Nov. 25 issue of LIFE.

A member of the Cudahy family of Chicago and Milwaukee and a captain in the A. E. F. in the last war, Mr. Cudahy was well known as a writer before he entered the diplomatic service. He is now in Berlin as a correspondent for LIFE. On his way there he passed through Spain on which he reports in this article.

Berlin (by cable)

Control of the western Mediterranean gateway has always been of great strategic importance in ageless wars in Europe. In this war its significance to the British Empire is a decisive one. The Spanish Nationalists resent the presence of the British flag on the rock of Gibraltar where it has waved ever since the War of the Spanish Succession (1704). They argue that it is an anachronism and an insult to Spanish sovereignty to have this alien pinpoint (3 miles) on their soil. This feeling is aggravated by the hardship imposed by the British blockade and refusal of the Admiralty to grant liberal navicerts for shipment of food-stuffs to a very hungry Spain. There are three possibilities if hostilities spread to the Peninsula: 1) Spain might oppose any invasion which had for its objective control of the Straits; 2) Spain might offer no resistance; 3) Spain might enter the list of active belligerents on the side of the invader.

To learn at first hand the views of the Spanish Government, I went to consult Foreign Minister Ramón Serrano Suñer at the foreign office in Madrid. Up an enormously wide grand stairway, I crossed over a stone arcaded balcony and entered an anteroom filled with flamboyant furniture of fantastic scrolls and figures. There was a Goya portrait on the opposite wall and the floor was made brilliant by a Spanish rug of many colors. In a few minutes a secretary appeared and bowed for me to follow. We passed a narrow entryway where guards on both sides threw up their hands in Falangist salute.

A door opened and I shook hands with the Foreign Minister, a small man with gray hair and of very frail physique. He told me he had suffered grievously from stomach trouble for years, and added, with feeling, that the present state of Europe was enough to give anyone acute

indigestion. Turning to Spain, he replied in answer to my questions that the country was suffering from short rations and that the only way of relieving the desperate situation was by importation of wheat. The British blockade, he went on, was very arbitrary in stopping shipments to Spain by refusing to grant navicerts. He characterized as absurd the British claim that the eventual destination of such cargoes might be Germany or Italy. All you had to do, he declared, was to look around you in Spain to be convinced that not a single grain of wheat or any other provisions could be spared for shipment outside.

Concerning the position of the country vis-à-vis Germany, he stated that Spain was deeply grateful to both Germany and Italy for their help in the struggle against what he described as Communism and anarchy in Spain, but insisted that it was a mistake to think that the foreign policy of the country has been influenced by this aid. Spain had, in a large measure, liquidated her account for material assistance, and the country was under no obligation. Spain had followed and would continue to follow an independent course in the foreign field. Nor had Germany ever attempted to bring any pressure on Spain, or to coerce the Spanish Government in any way. He became very earnest and emphatic, leaning over in his upholstered chair until his nose was scarcely two inches from mine when he spoke about successes of Germany and its present domination of the continent.

The situation was completely reversed from that which prevailed during the last war, he said. Then the French and the British were firmly entrenched on French soil and if anything were preponderant over German armies. But what was the fact now? France was defeated and prostrate and England had been expelled from the continent by disastrous and decisive defeat. Nor was there any reasonable prospect that the British would ever again have any significant influence on the mainland of Europe. All neutrals who had any sense of realism were forced to accept this truth, he concluded. He spoke about the German domination of Rumania and Bulgaria, and said it was an augury of what was to come throughout all Europe.

I attempted an answer to his rhetorical question as to how England could possibly prevail against Germany by military means, by suggesting that the British, aided by the output of American industry, might some day get mastery of the air and bring about a crushing offensive against German industrial centers with a consequent collapse of morale among the German people. He did not think much of this answer from a realistic viewpoint, implying that British and Americans had no appreciation either of the tremendous power of the German military machine or of how impossible it would be to dislodge the Germans from their firm seat on the continent. He climaxed his earnest conversation by telling me that the U. S. was making a grave, perhaps irretrievable error, to take a side in this war of Europe's. The effect of our participation,

he added, might mean that the struggle would be prolonged to a point of exhaustion, and then the only victory would be one for Bolshevism. He returned to this again and again before I left and told me that this outstanding danger which he feared was not grasped by many—this danger of universal anarchy, disorganization and chaos which might come to all Europe if war went on to the stage of complete collapse. Against this era of lawlessness and riotous disorder there remained only German hegemony. Take that away and you would turn Europe over to an era of violence which would mean the end of this civilization. There must be some power of restraint, he reiterated, a policeman on the continent. And how could England ever hope to act as this policeman? He said there should be no quarrel on our part, there was need in the world for two great industrial systems, of America and Germany. While the political philosophy of the two nations might not harmonize, there was no reason why both could not live in the same world without coming into conflict.

Although Suñer is the head of the political junta of the Falange Party, the chief of state and leader is Francisco Franco Bahamonde—El Caudillo. Franco does not at all conform, either in physical type or temperament, to the American's imaginary portrait of a Spaniard. He is exceptionally short, 5 ft. 3 1/4 in., with compact figure and globular head from which the hair long ago started to recede, revealing a well-developed contemplative area over large, animated eyes. His bearing is one of modest self-assurance and great composure. At 20 Franco took part in the campaign against the Riffs and commanded a company of Moroccans who believed that he had magical power to turn into rose petals bullets aimed in his direction. This supernatural gift seems to have failed in one attack when an enemy projectile entered his stomach. He suffers today no debilitating effect and emerged from this Melilla campaign to become at 32 the youngest general in the Spanish Army.

Under the Falange organization, Franco has



ALFONSO'S REQUIEM IN MADRID. SUÑER AT RIGHT

Roses-and-Spice RITUAL



Delightful trio for a luxury toilette, these bright
spring mornings. Refreshing sequence of Early

American Old Spice Toiletries that wrap you in America's own

fragrance — piquant and



unforgettable. Toilet Soap,

Toilet Water and Dusting Powder, each proudly packaged in

picturesque containers bright with early American motifs.



Toilet Soap 3 cakes, \$1.00
Toilet Water \$1.00, \$1.75, \$3.25
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LIFE'S REPORTS

(continued from p. 11)

uncontrolled authority of a dictator, but there is no evidence that he has ever used his great power in a dictatorial way. He considers himself a commoner and has the common touch. Those who know him best say that he believes a government and those who govern should be neither seen nor heard. Therefore he is an evanescent quantity in Spain and there are few stories about him. He lives at El Pardo, about eight miles from the capital, and never comes to Madrid except for exceptional occasions of ceremony, such as the presentation of letters of credence from ministers and ambassadors, in the great gloomy



FOREIGN MINISTER SUÑER

baroque royal palace tenanted by ghosts of Bourbon kings.

Franco's outstanding characteristic is an unshakable imperturbability. In the elaborate requiem ceremony for the late Alfonso XIII, he sat in the chancel of San Francisco El Grande, on a brocaded gold chair which resembled a throne, the cynosure of all eyes for an hour and 42 minutes. Solemn, immobile and impeccable, only once during that entire service did he give evidence of possessing a nervous system different from that of the statuary saint by his side. This was when he put his hand to his nose and rubbed it effectively.

The Falange party, which controls the present Government, openly declares all individuals must be subordinate to the state. The 26-point program, adopted at its inauguration six years ago, is the bible of the organization. Although the Government waged a bitter war against Communism and Marxism, Falange is openly leftist. Falange dispenses with services of parliament, censures press and public utterance, controls business, regulates wages



Winner—on every count for quality and appearance. That's what men everywhere are saying about the new Champ for Spring. It's ready in twenty smart styles, thirty colors. And man—that's variety that can't be beat!

THE **champ** \$2.95 HAT



FREE—The "Champ Book of Great American Fighters". Ask your dealer or write direct to the LaSalle Hat Co., Phila., Pa.

THE NEW **Targo** low cost one man TRAPSHOOTING



100 SHOTS for about \$1.75

Trap fits on barrel of Targo Gun or any single barrel .22 cal. smooth bore or .410 bore shotgun.

The small "clay" pigeon shooting game that's sweeping the country. Great fun, inexpensive. Because of the small calibre and short range you don't need the "great open spaces." Many enjoy the game on their own property. You can shoot alone, if you wish, and throw your own targets. Men, women and youngsters "go for" Targo. Yet, it's sporty enough even for the expert; a great introduction to Skeet and Trap—a smart, new way to entertain weekend guests.

TARGO TRAP—Weights only 14 ounces. Throwing spring is "balanced" to prevent whip or vibration. Costs only \$6.45 Targo Targets, in boxes of 200, are just over 1/2¢ each.

TARGO GUN—"Two Guns in One." .22 cal. smooth bore, 8-shot repeater. Barrel has interchangeable tips—a smooth bore Targo Tube for Targo (scatter shot) and a rifled tip for shooting solid ammunition—actually two guns in one—for \$11.75. (\$12.15 west of the Rockies.) For those who prefer, there's a Hand Trap Frame that accommodates the Targo Trap. Permits greatest possible variety in flight of targets—95¢.



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CONTINUED ON PAGE 14

"Co-ordinated Styles" by Naturalizer

Solve Your Easter Shopping Problem

Have you ever worn Naturalizer Shoes?

If so, you know their marvelous fit, on the principle of "no slip—no gap—no pinch." They hug the heel, cling at the sides and free the toes.

But that's only half the story.

Naturalizer Shoes are "co-ordinated" with the new spring clothes, hats, gloves, handbags and other accessories, both as to color and design.

These authentic and "co-ordinated shoe styles" are then pre-tested early in the season by such shoe experts as Paul Seigel, O'Connor & Goldberg, Chicago; N. F. Normand, Lit Brothers, Philadelphia; K. Passamaneck, Rich's, Atlanta; and J. W. Fowler, Innes, Los Angeles.

Only the "winners" are retained for Easter buyers.

No longer do you have to look here, there and everywhere for the shoes to go with your spring clothes and accessories. Save time and worry by going to one of the Naturalizer dealers listed here, or write us for the name of the local store which carries them.

Sizes to 10 and 11

Widths AAAA to C

BLUE RIBBON SHOEMAKERS

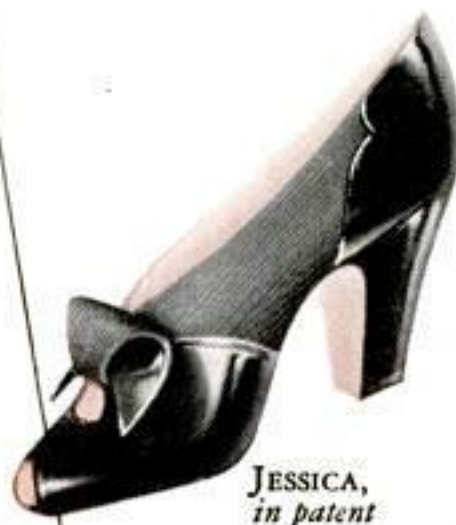
Division of Brown Shoe Company, Manufacturers, St. Louis

*Don't Spend Your Life
Two Feet from Happiness*

CONQUEST,
in antique calf



JESSICA,
in patent



VILLA,
in white suede



RAVEN,
in patent



VERNA,
in maracain



VIVIAN,
in patent



COURTIER,
spectator

\$6.75
Slightly higher
Denver West

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Allentown, Pa., Zollinger-Harned Company
Atlanta, Ga., Rich's Inc.
Baltimore, Md., Fashion Shoe Shop, The Hub
Baton Rouge, La., Rosenfield's
Birmingham, Ala., Parisian
Boise, Idaho, Whillock's
Boston, Mass., R. H. White Co.
Buffalo, New York, Flint & Kent
Canton, Ohio, Bon Marche
Cedar Rapids, Iowa, Higbee's
Charleston, S. Carolina, Kerrison's
Charlotte, W. Va., Coyle & Richardson
Chicago, Ill., O'Connor & Goldberg
Cincinnati, Ohio, H. & S. Pogue Company
Cleveland, Ohio, Chisholm Boot Shops, Inc.
Columbia, S. Carolina, Harrison Parks
Shoes, Inc.
Corpus Christi, Tex., Richardson's Shoe Store
Dallas, Tex., A. Harris & Co.
Dayton, Ohio, Dorenfeld's Inc.
Decatur, Ill., Black & Kuhl
Denver, Colo., The May Company
Des Moines, Iowa, De Arcy's Boot Shop
Detroit, Mich., Frank & Seder Company
El Paso, Tex., Given Bros. Shoe Co.

Fresno, Calif., Reliable Shoe Co.
Gary, Ind., H. Gordon & Sons
Greenville, S. Carolina, Ivey-Keith
Company
Hartford, Conn., G. Fox & Co.
Houston, Tex., Paul's Shoes Inc.
Huntington, W. Va., Anderson-Newcomb
Indianapolis, Ind., H. P. Wasson & Co.
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Kansas City, Mo., Royal College Shop
Lexington, Ky., Baynam Shoe Company
Lincoln, Nebr., Rudge & Guenzel
Little Rock, Ark., The Guarantee Shoe Co.
Los Angeles and Pasadena, Calif., Innes
Shoe Co.
Louisville, Ky., Besten & Langen
Lynchburg, Va., G. A. Coleman Co. Inc.
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Miami and Miami Beach, Fla., Richard's
Minneapolis, Minn., Benton's
Montgomery, Ala., De Shields' Shoe Dept.
in Alex Rice
Nashville, Tenn., Cain-Sloan Co.
Newark, New Jersey, L. Bamberger & Co.
New York, New York, Stern Bros.
Oakland, Calif., Lingrens Shoes
Oklahoma City, Okla., Clouse-Stone Shoe
Company

Omaha, Nebr., Goldstein-Chapman
Peoria, Ill., The B. & M.
Philadelphia, Pa., Lit Brothers
Pittsburgh, Pa., Frank & Seder Dept. Store
Pittsfield, Mass., England Brothers
Portland, Ore., The Bedell Co.
Richmond, Va., Thalheimer's
Roanoke, Va., Propst-Childress Shoe Co.
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San Angelo, Tex., Robertson's Shoe Dept.
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- The name Radelle in each garment is your assurance of complete satisfaction in comfort, fit, and wearability.
- HERA SLIP with five rows of satin fagoting. Tearose, White, or Black. 32 to 38 About \$3
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- DIANA PANTIES to match, with five rows of satin fagoting. Tearose or White. Small, Medium, or Large. About \$2

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Makers of
THE FAMOUS SYLFIT AND STRAIT-ACE SLIPS

BUR-MIL

QUALITY

LIFE'S REPORTS

(continued from p. 12)

and hours of labor and attempts to fix prices. Control of prices in a country as individualistic and high spirited as Spain is not so easy; and dearth of common items considered necessary for living has brought much violation of laws dealing with rationing.

The country is suffering cruelly from hunger and there is no present hope of alleviation. On the Prado you see pitiful ragged human flotsam, shaking from cold and weakness in the bleak March winds, their mummified faces the color of smudged clay. Many of them show advanced symptoms of anemia, pellagra and tuberculosis. Dr. Alexis Carrel, studying the effects of malnutrition and deficiency diseases in war areas of Europe, is in Spain. He told me that his investigations show that a great number of people are getting, in both anti-choleric content and quality, only one-quarter of what medicine has always considered the minimum amount of nutrients necessary to sustain life. Yet Spanish people have been enduring such denial for the past five years. Bread and olive oil have always been the chief staples in the common Spanish diet and the Government shows its liberal leanings by favoring the proletariat whose members get ½ lb. of bread a day. Professional and middle-class people draw only ¼ lb. The impoverished aristocracy, with whom foreigners are classified, are doled out three times a day a liver-colored opaque substance the size of a turkey egg which would defeat the digestion of an ostrich. Average wages are from eight to ten pesetas a day which have the buying equivalent of 35¢ to 40¢, and the cost of living, based on what we consider the barest necessities, is four times that of American markets. Oranges are the only thing which are eaten by all. Eggs, meat, sugar, butter, cheese and milk, because of prohibitive prices, have no place on the average table in Spain. Even potatoes are expensive and hard to find.

Spain's population, which was increasing at the rate of 250,000 a year before the civil war, has since 1939 shown a de-

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DULL, LIFELESS
HARD to MANAGE?



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• Does your hair lack lustre, vibrant beauty . . . because scalp circulation is sluggish? Your own doctor will tell you: daily finger massage is the sensible thing to do to help.

Easy with Vitalator — amazing machine that imparts to your own finger-tips the correct rotary vibration of Swedish massage. You need no special skill. Vitalator does the work, as you relax.

Use Vitalator, too, to apply your favorite face cream with professional technique, to soothe tired nerves. See it, try it, own it! At cosmetic, drug and appliance counters everywhere.

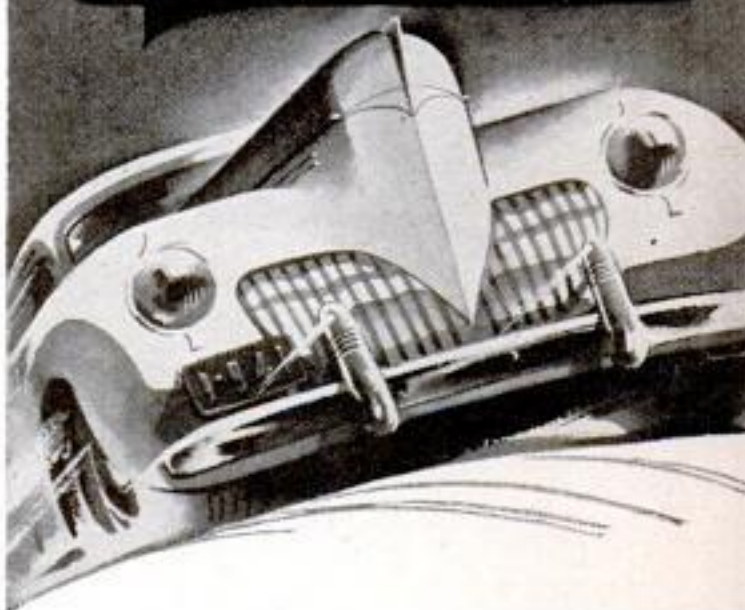
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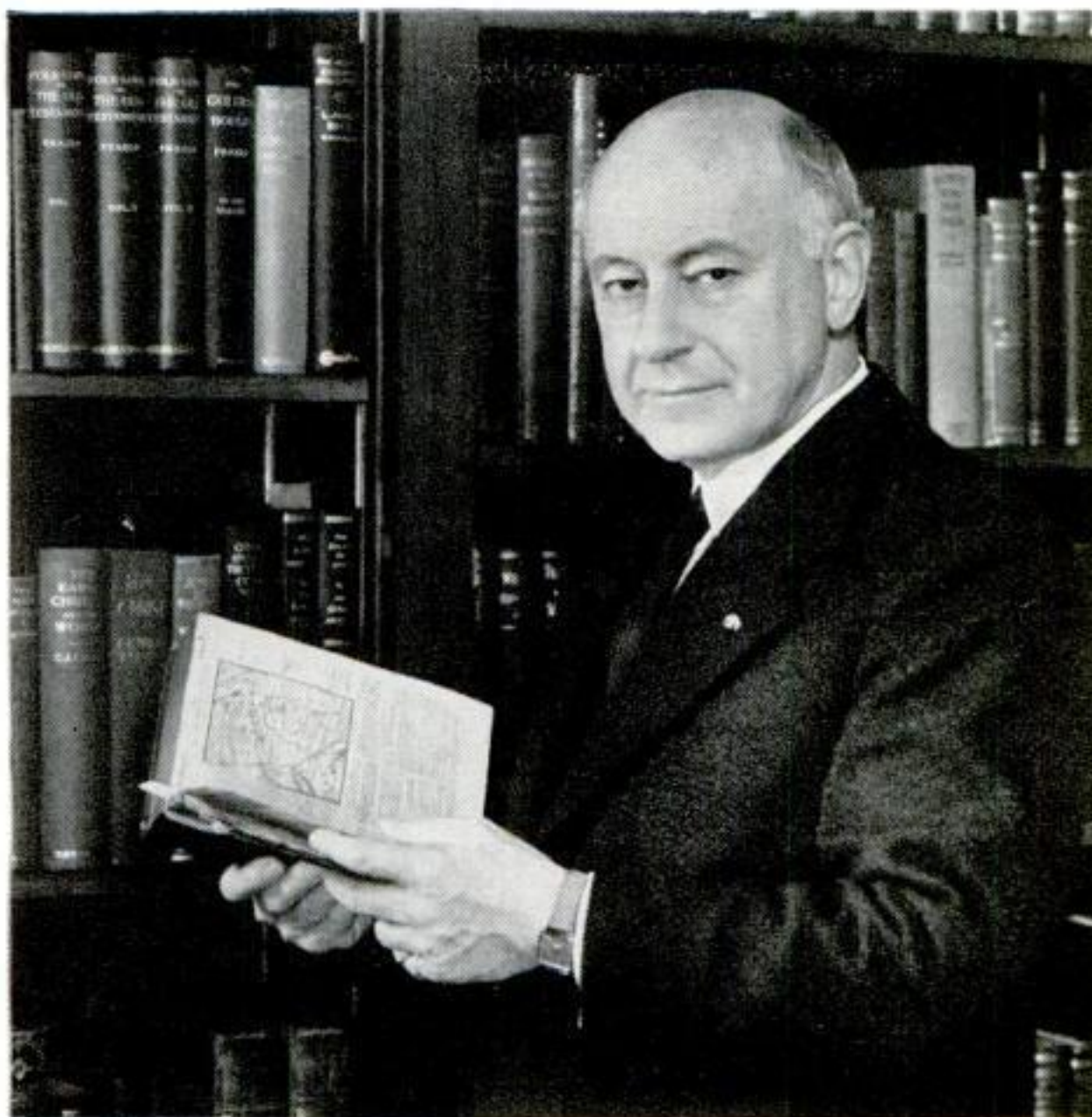
NEBRASKA

"AMERICA'S WHITE SPOT"

CONTINUED ON PAGE 16

SAYS
Cecil B. de Mille

FAMOUS DIRECTOR AND PRODUCER
OF MOTION PICTURES AND RADIO



Mr. deMille is noted for his many innovations in the field of motion pictures, radio and television. In private life, he is a superb deep-sea sailor and navigator, a practical rancher, and a connoisseur of fine art. His museum and library are considered among the finest private collections of their kind in the country. His newest triumph, "Reap the Wild Wind", is in production now. And his Lux Radio Theatre is on the air each week. "American styling today," writes Mr. deMille, "is more vigorous, more original, and more varied than ever before. The new Lord and Lady Elgins are splendid examples of that."

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LEADERSHIP IN THE STYLE FIELD"**



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(Below) 14K rosé gold filled. No. 4606E. \$55.00

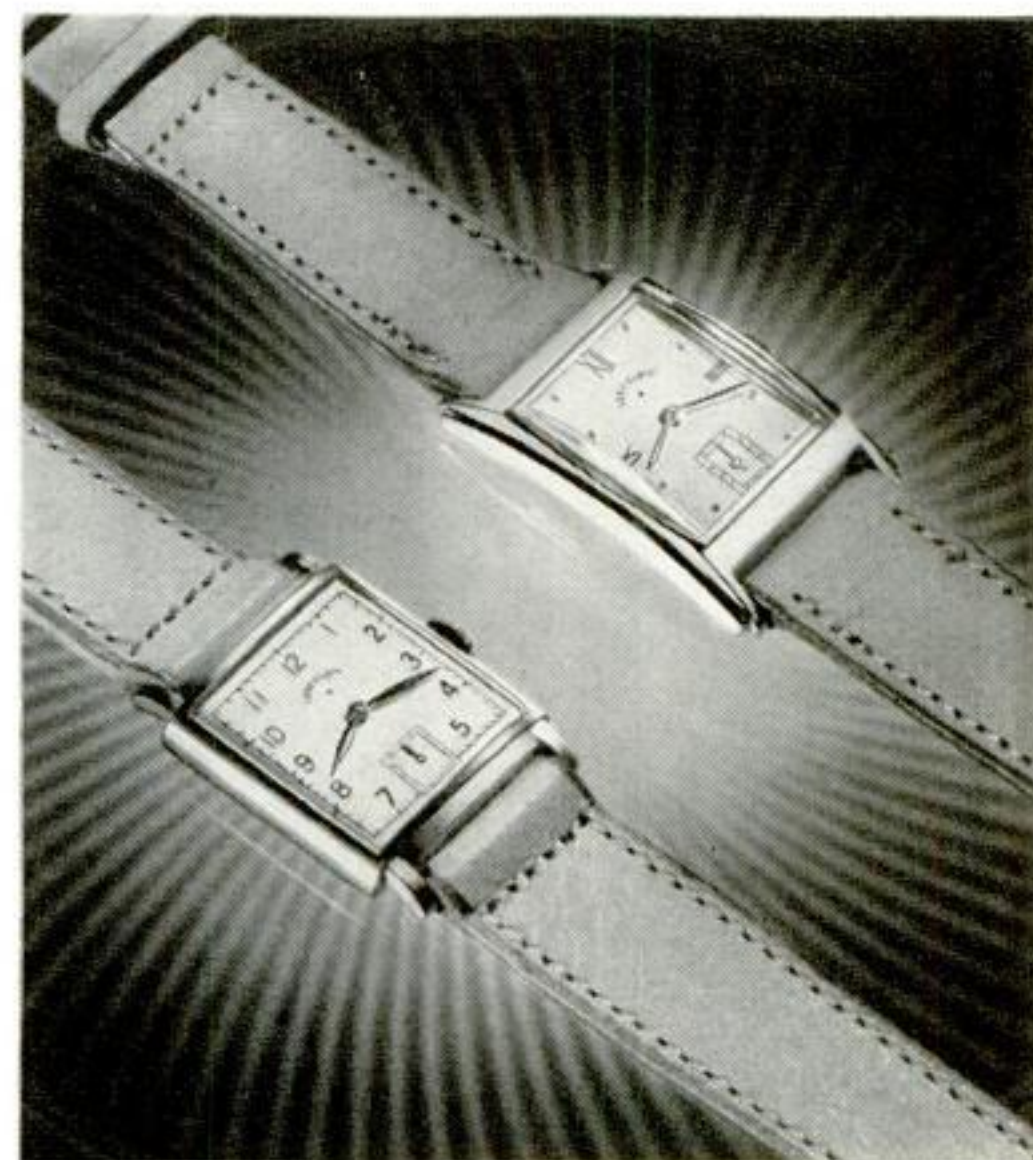
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Each finely-adjusted Lord and Lady Elgin has Elgin's patented Elginium hairspring* and the Beryl-X balance . . . rustproof and non-magnetic. And each has won the coveted Observatory Certificate for ability proved in rigorous tests in a great time observatory.

If you are one of those who cherish what is rare and exquisite, see the new Lord and Lady Elgins at your jeweler's now. Prices start at \$50.00. In Canada slightly higher prices prevail.

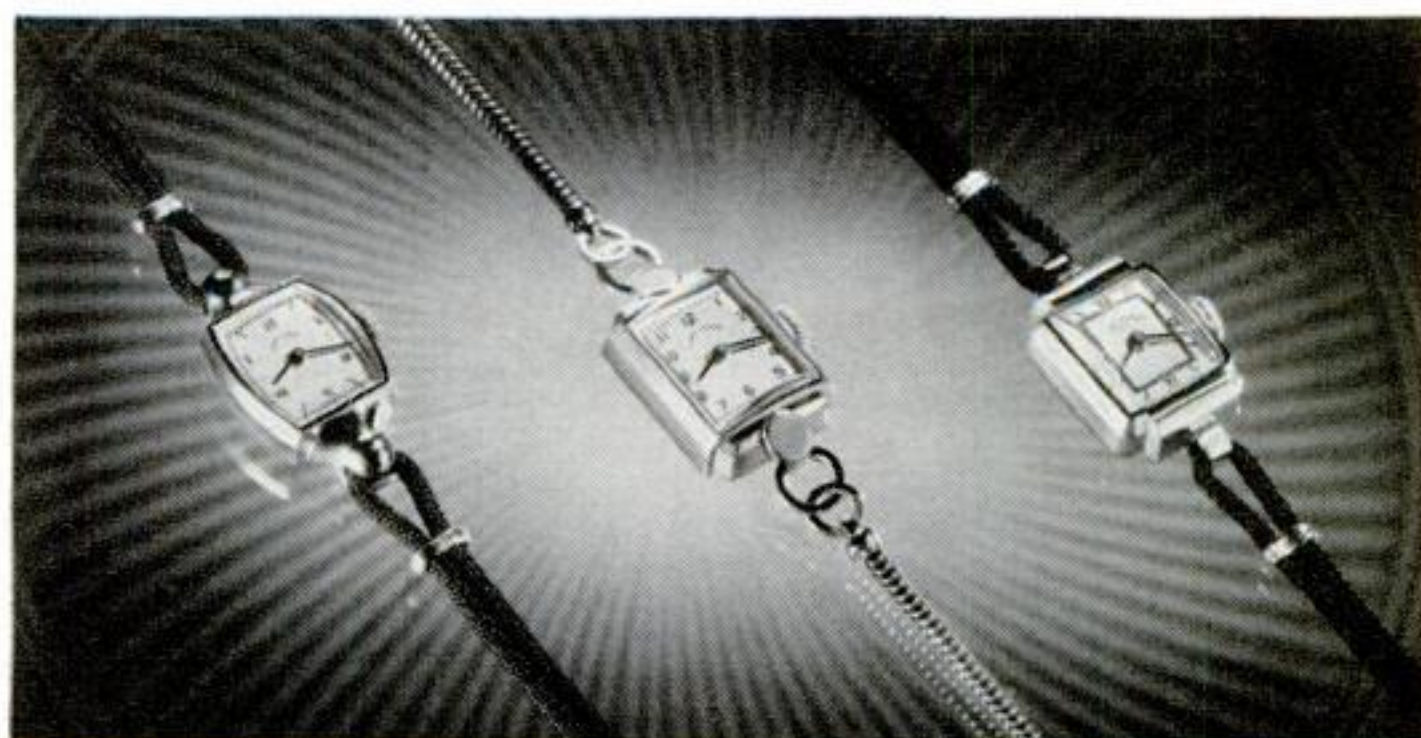


(Above) 14K natural and rosé gold filled. No. 4603A. \$60.00
(Below) 14K natural gold. No. 4506A. \$85.00

Lord Elgin

21 JEWELS

• *Thoroughly American!* Unlike many other watches, Lord and Lady Elgins are not foreign made or assembled from foreign parts.



14K natural gold filled.
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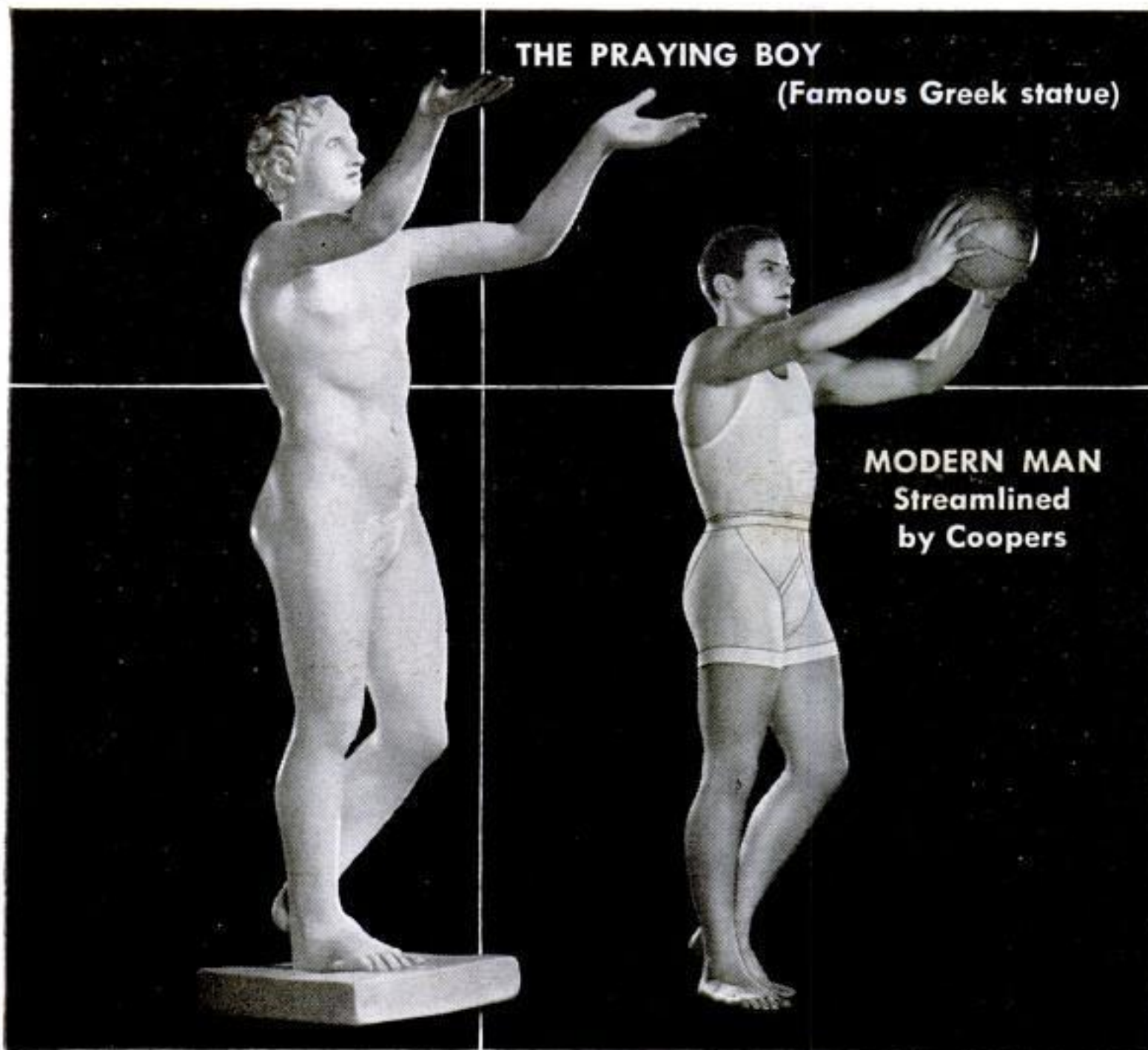
14K natural gold.
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Lady Elgin

19 JEWELS

• All parts are designed and created in Elgin's factory. Elgin produces the world's largest-selling fine watches made in America.

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Moulded to your body like a second skin—this squirm-free Jockey Underwear really does things for you! Its patented Y-front construction gives you mild masculine support. The knit fabric g-i-v-e-s with every motion, and lets your body breathe. The convenient angled opening positively will not gap. Jockey is buttonless, easy to launder, and needs no ironing. No bulk, no bind, no chafing—just plenty of downright comfort. Two-piece, with special contoured shirts to match. Ask to be measured with Coopers hip tape for perfect fit. Get your supply of Jockeys today. You will find it the most comfortable underwear you have ever worn. Varied leg lengths. Per garment from 50c. Junior sizes (down to 4 years) from 35c.

"Quality Corner" Better stores show varied fabrics for your selection. Mercerized cotton, 75c. Rayon, 75c. Mercerized cotton and linen, \$1.

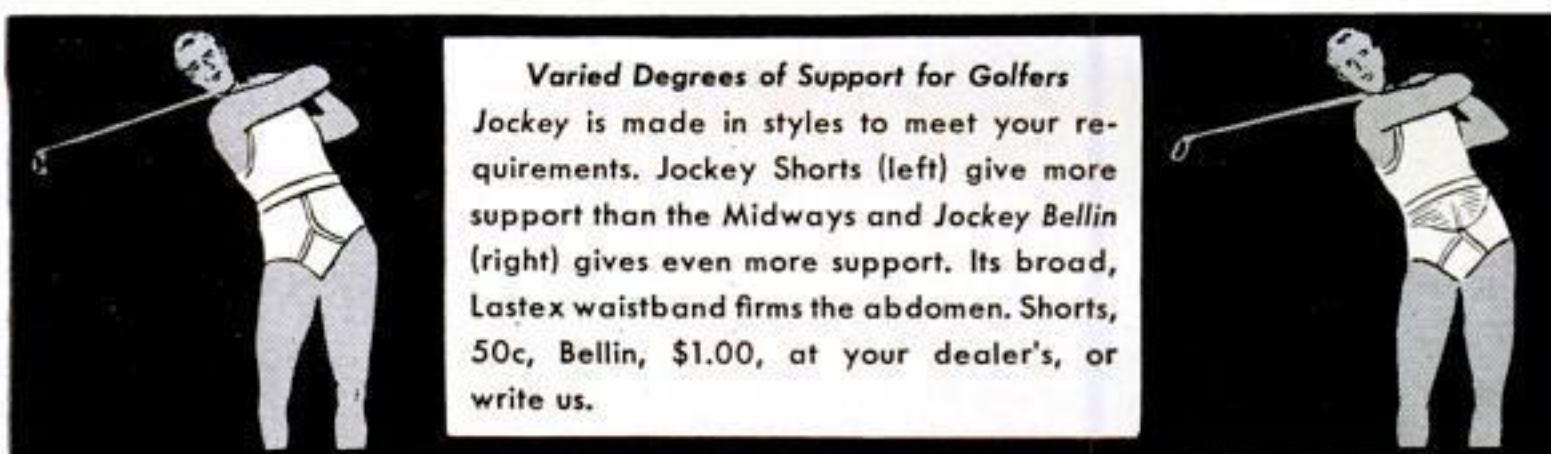
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Only Jockey has the patented Y-front construction with the angled, no-gap opening which provides masculine support and squirm-free comfort. Avoid dissatisfaction by making sure the name Jockey is on the label of every garment you buy—and identify Jockey merchants by the Jockey boy in windows and on counters. Merchants' names on request.



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LIFE'S REPORTS

(continued from p. 14)

cline. This is due to the stifling of the procreative instinct because of short rations, and a consequent decrease of births. There is, despite the cruel suffering and deprivation, not a sharp rise in mortality. Dr. Carrel says that he has never witnessed such an impressive manifestation of the adaptation theory in biology that animal life will suit its needs to available means, mastering the difficulties of a harsh environment, creating new defenses, building up resistance, generating immunities and somehow living on. Medically speaking, many people in Spain should long ago have been dead from starvation. They are half dead, yet they persist in living. They are moribund, hopeless, listless, nerveless, wan, without will, all pith gone from their sorry shrunken frames, yet they do not die. That imperious instinct to live carries them on even though life is nothing but a shuffling round of misery and dull pain. There are many cases of amnesia and partial blindness from lack of the essential vitamins, and tuberculosis is taking a heavy toll as nourishment deficiencies become more and more pronounced.

Dr. J. H. Janney of the Rockefeller Institute, who has made a health survey of all Spain, says that the enfeebled condition of the people makes them susceptible to an epidemic of influenza as devastating as the Black Death of the Middle Ages.

It is among children that one sees the fullest impact of short rations. Their stunted growth, retarded mental development, degeneracy and general weakness are stigmata with which this war generation is scourged for sins of their fathers, and which will be passed on as a bitter legacy of suffering for many generations yet to come.

The cupboard has long been bare in Spain, but the same sad story comes from many other quarters of the war-swept continent. The Belgians tell me the conditions in their country are as distressing as those in Spain. The Poles are suffering even more, and from France is testi-

Give your pocket that "TAILORED TOUCH"



Get that well-tailored look with MAN-kerchief. Expertly styled in beautiful colors. Also in white satin weave... Made of combed yarn cloth. Soft lawn finish. Launderers excellently... Colors GUARANTEED for life of handkerchief. Only 10c.

At Leading Handkerchief Counters



CONTINUED ON PAGE 18

" I FEEL LIKE A *Queen...* on a Pullman ! "

IT DOES NOT PAY to endure unnecessary travel discomfort, when Rail-Pullman offers the country's most comfortable transportation! It does not pay to get there tired and worn out.

The great advantage of Pullman travel is that it enables you to travel at night and get a good sleep that fits you for the next day! It permits you to retire in the same complete privacy that you enjoy in your own home... giving you a variety of hotel-like comforts and conveniences that no other form of travel affords.

So go this way that gives you so much more for your money. The way that makes travel a happy, memorable experience. The way that's dependable! Go by Pullman... the safest fast transportation in the world.

You'll feel "tops," when you go by Pullman! You'll get there refreshed and looking your best. (Note more complete list of Pullman advantages below.)

YOUR DAY starts right in a dressing room like this. Lots of light and mirrors, chairs, dressing shelf. Plenty of towels and hot water, of course! Every convenience for toilet, dressing. Comparable facilities in men's dressing rooms.



7 Great Pullman Travel Advantages:

SAFETY many-times-greater than any other form of transportation. On Rail-Pullman you're protected by country's greatest safety system.

DEPENDABILITY and convenience unmatched. Fast, frequent schedules... Hundreds of Pullman trains serve America every day regardless of the weather.

ROOMINESS—room to "stretch out." Room to take it easy and move about. Ample space for personal luggage, without extra charge.

"HOME-LIKE" COMFORTS. Completely-equipped dressing rooms. Individual toilet facilities in private rooms. Principal trains carry club cars.

SERVICE—courteous, efficient, hospitable.

PRIVACY—freedom from unwelcome intrusions. Your accommodation is your own—you don't have to share it with anybody!

SLEEP, undressed, in a real bed—just as you do at home. Pullman gets you there feeling fit!


Travel on new Credit Plan. Ask your ticket agent about it. Pullman service also available over certain routes in Canada and Mexico.

Go *Pullman*...the "1ST CLASS" Way to Travel



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VISIT

Washington



**WHERE
SHADES OF AMERICA'S GREAT
WALK WITH YOU THROUGH
Historic Shrines**

YOU feel their very presence, as memory swings back the portals and you tread softly on hallowed ground in Washington... as you go places and see things steeped in the glorious traditions of this great country of ours.

Your visit to Washington becomes, in reality, a pilgrimage to shrines made sacred by heroic deeds of the Nation's immortals... Mt. Vernon... Lincoln Memorial... Arlington and the Tomb of the Unknown Soldier...

All this, plus ever-increasing interest in the White House, the Capitol, the Washington Monument—famed galleries of arts, sciences and invention—magnificent memorials, parks and statues, and a host of new Government buildings that make Washington today the world's wonder city!

Now, as the Key City of National Defense, a Washington visit will renew your patriotic pride in America, and the ideals of freedom for which this great democracy stands!

B & O FARES ARE LOW

Enjoy the comfort of modern Pullmans and Individual Reclining Seat Coaches. B & O is the only railroad between the East and West passing directly thru Washington! Liberal stopovers! All-expense and personally-conducted tours.

10 B & O DIESEL-POWER FEATURE TRAINS SERVE WASHINGTON
Capitol Limited, from Chicago; Shenandoah, from Chicago and Pittsburgh; National Limited, from St. Louis, Louisville and Cincinnati; Royal Blue and Columbian, from New York and Philadelphia. Diesel-Power is so smooth-riding, so swift and so quiet, it's like gliding!

TRAVEL NOW—PAY LATER
Ask any B & O Ticket Agent

MAIL THIS COUPON NOW

W. B. CALLOWAY, Gen'l Pass. Traffic Mgr.
Baltimore & Ohio Railroad, Baltimore, Md.
Send me Picture Magazine of Washington.

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ADDRESS _____
CITY _____ STATE _____
(Paste on Postcard and mail today!) L-4

FREE

**PICTURE MAGAZINE
OF WASHINGTON**
Profusely illustrated. Inter-
esting descriptions of
where to go and what
to see.

BALTIMORE & OHIO Railroad
ROUTE OF THE DIESEL-POWER STREAMLINERS

LIFE'S REPORTS

(continued from p. 16)

mony of the most drastic rationing. There is want in Norway, probably in Denmark, and yet those of us who early last summer predicted famine conditions were called "sensationalists." The sensation is really more tragic than sensationalists predicted. What will another winter bring to stricken Europe?

Alfonso XIII died early on the morning I arrived at Madrid and the reception desk at the Ritz Hotel was crowded with people who had come to express their condolence by signing a protocol book for Infante Don Fernando of Bavaria-Bourbon,



HUNGRY SPANIARDS BEGGING

a guest at the hotel. This first group had the proud noses and rather haughty bearing of the Spanish aristocracy, but, as news spread through the town, there was such an influx of simple everyday people that the management had two tables placed outside on the street at the entrance of the hotel, and for three days, from early morning until long after dark, Spaniards from every quarter and station of life stood for hours in long queues waiting to record their fidelity and loyalty to the king they had sent to die in exile. Twelve books were necessary for the 40,000 who thus waited so patiently to record their allegiance. I asked the manager what would be done with the books. He shrugged his shoulders deprecatingly; they would be filed away and in all probability the Duke of Bavaria-Bourbon would never see them.

The following Monday a formal note, margined half an inch in mourning, invited me on the

CONTINUED ON PAGE 21

HOT DAN the MUSTARD MAN

THEY HAIL ME AS A
PEPPER-UPPER! I GIVE ZEST
TO EVERY SUPPER! WITH
FRENCH'S MUSTARD
SMOOTH AND BRIGHT
THE SIMPLEST MEAL IS
PURE DELIGHT!



Smoother...
Creamier!

THE
FLAVOR
GETS 'EM
EVERY
TIME!



LARGEST SELLING PREPARED
MUSTARD IN U. S. A. TODAY



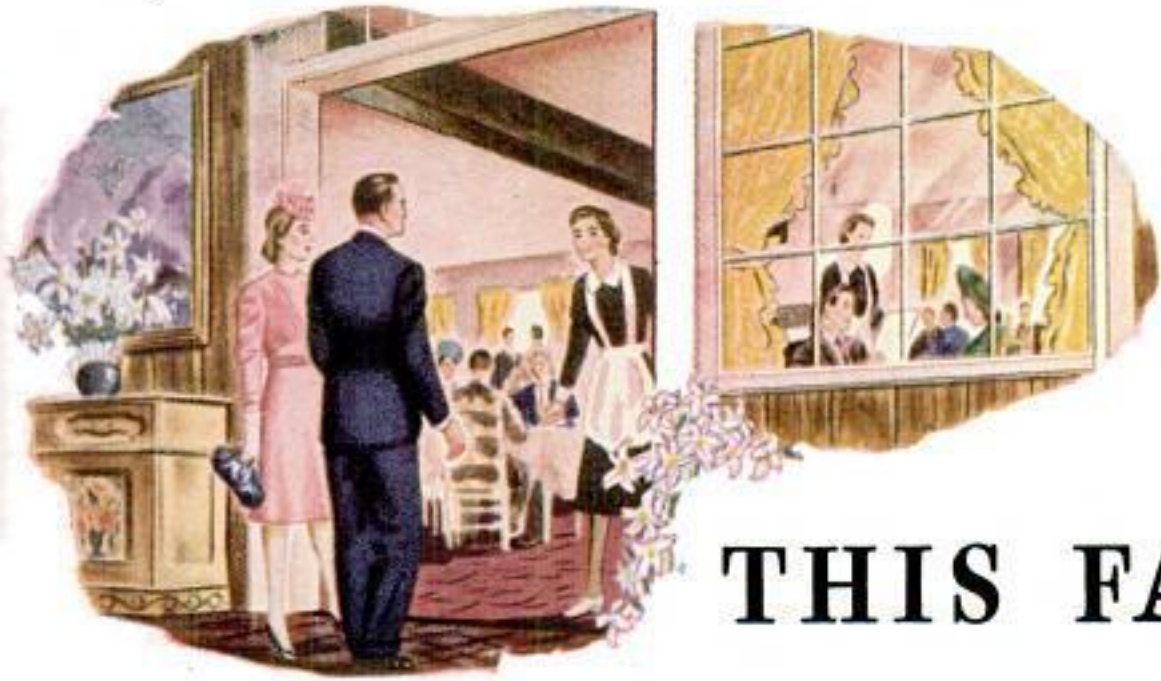
FAIR
AND WARMER

Weather's changing for the better. Are you? For an added zing to Spring motoring, stop at the green-and-white Quaker State sign. Have the Winter oil drained from the crankcase of your car, refill with Stabilized Quaker State Motor Oil, and you're "all set" and ready to go!



Retail price
35¢ per quart

Easter AT Crane's Canary Cottage



BRINGS GAY "FIXINGS" FOR

THIS FAMOUS HAM

SWIFT'S PREMIUM



From Duncan Hines' "ADVENTURES IN GOOD EATING"

... the famous directory of fine eating places along the highways of America

CHAGRIN FALLS, OHIO

Crane's Canary Cottage

Route 422—20 Mi. S. of Cleveland. Every Day Noon to 6 P.M. April 5 to Dec. 1. *This is one of my favorites . . . A truly unusual home restaurant, furnished throughout with antiques . . . a delightful place for luncheon or dinner with superlative food and service . . . I doubt if you will find more delicious food in the country.*



The ham America votes best!

In a nation-wide poll made by the Psychological Corporation, thousands of women were asked "What's the best ham?" Swift's Premium won decisively in all sections and in all income groups.



FOR Thanksgiving, turkey; for Easter, ham. Those old American traditions are honored, of course, at famous eating places like Crane's Canary Cottage. Honored, too, is America's traditional choice of ham; the brand is *Swift's Premium*.

Mild, rich-tasting Swift's Premium is the most popular ham in all America. From Texas to Rhode Island, from Seattle to Washington, D. C., women have voted Swift's Premium "the best."

For Easter, and whenever you serve ham, enjoy Swift's Premium's matchless flavor, its spring-chicken tenderness. No other brand gives you this famous flavor for no other gets Swift's secret Brown Sugar Cure and special Smoking in Ovens.

Place your order early for your Swift's Premium Easter Ham.

EASTER HAM—CRANE'S CANARY COTTAGE. Bake a whole or half Swift's Premium Ham, skin side up, on rack in open pan without water in a slow oven (325° F.). For a half ham, allow about 22 minutes per lb.; 5 minutes per lb. more if ham is taken straight from refrigerator (for a whole ham follow instructions on tag attached to ham). Skin, score, stud with whole cloves, and glaze. Brown in hot oven (400° F.) for 15 to 20 minutes. Surround with mashed carrot nests filled with buttered peas. Decorate with Easter lilies, easily made from vegetables. Printed instructions and pattern are free at your dealer's. Ask for them today.

Ready to eat (Red label)



Unmatched flavor from Swift's secret Brown Sugar Cure and Special Smoking in Ovens!

TUNE IN! Swift's Premium program, N.B.C. Breakfast Club (Blue Network)

REMEMBER, THE MEAT MAKES THE MEAL
Say Swift's Premium for the finest meats:

HAM • BACON • BEEF • LAMB • POULTRY • VEAL • FRANKFURTS • TABLE-READY MEATS



"Hmm...new secretary...pretty, too!"



1. WIFE: A new secretary and a new hat the same week! And I suppose you'll say *that hat* hasn't got appeal, too.

2. HUBBY: Aw now! I just happened to need a good hat...my old one was a wreck.



3. WIFE: I'll say it's a good hat. You can tell by the feel. And light as the Stetson I'm wearing.

HUBBY: You know, dear, a hat like that is a real economy...it holds its shape so much longer.



4. WIFE: A Stetson! Got a raise and didn't tell?

HUBBY: Aw shucks, that glamour lid only set me back five bucks...and you know, dear, clients are impressed by that Stetson label, too.

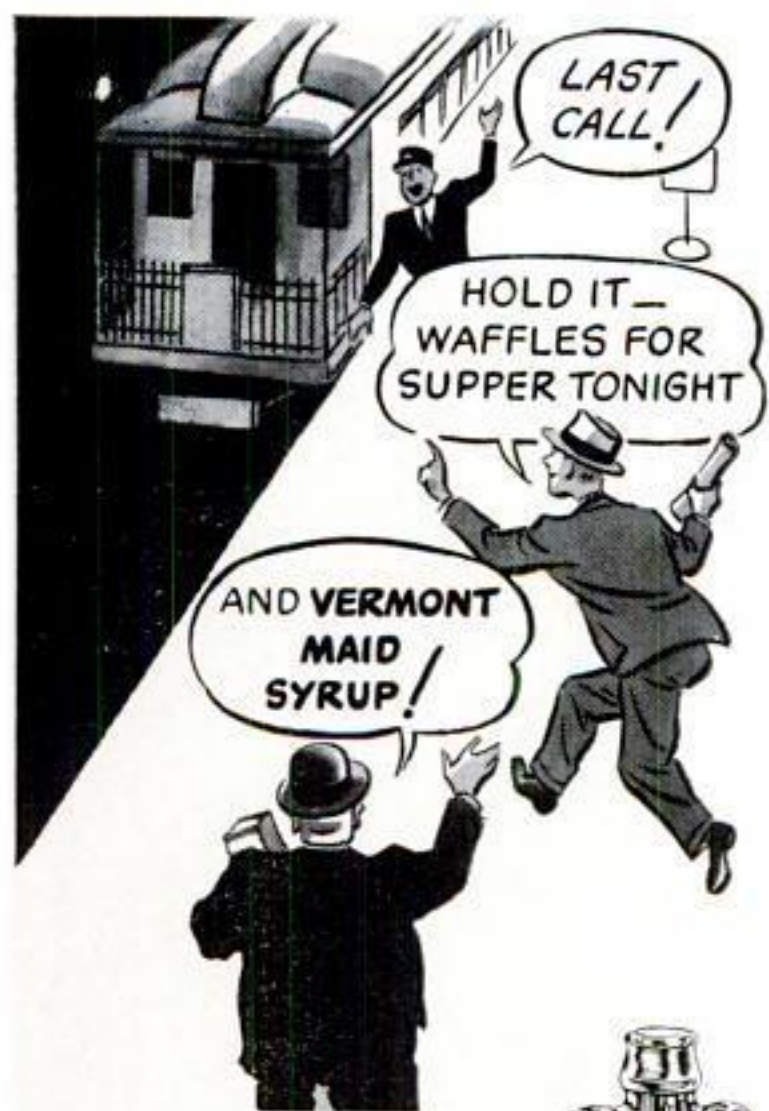


5. WIFE: You and your new Stetson are taking *me* to lunch today. You're both too valuable to leave around unprotected.

HUBBY: O. K., officer, I'll go quietly...ouch!

The **STETSON** Playboy \$5

S T E T S O N S A R E A L S O M A D E I N C A N A D A



Everyone comes on the run for this syrup with that real Vermont maple sugar flavor—a perfect blend of cane sugar and genuine Vermont maple sugar that enhances the maple flavor... makes it richer. Buy a jug today!



Vermont Maid

JIM HAD A "SALT-AND-PEPPER" COMPLEX

TILL A CHEF TIPPED ME OFF TO COLMAN'S

No more "flat" food at our house since I learned how to season with this choice dry mustard. Jim says it gives meats, gravies, sauces and salad dressing just the fine racy flavor men like. So I keep a tin always handy—use Colman's to give a real chef's touch to everyday food.

FREE RECIPE BOOKLET
Atlantis Sales Corp., Sole Distributor, 3384 Mustard Street, Rochester, N. Y. Please send me 12 new Colman's recipes.

Name _____
Address _____

LIFE'S REPORTS

(continued from p. 18)

part of the Chief of State and the Government to participate in the requiem ceremonies for the repose of the monarch's soul. And when I reached the Cathedral of San Francisco el Grande, the Caudillo was just arriving, escorted by Moroccan cavalry with pinioned lances, followed by Falange youth in flaming vermilion berets. Inside the church light fell in spectral shafts from colored windows upon a scene of medieval sumptuousness as the congregation of Falangists, Army officers and tonsured monks, grantees and their ladies with black mantillas (the greater part fair-haired) knelt in homage to the memory of a sad king whose last words before he left Spain were that he had tried to do his best for his country and his people. After the ceremonial, crowds of roistering youths in holiday spirit paraded on the grand via, Carrera de San Jerónimo and Calle de Alcalá, shouting "Long Live the King."

Madrid was a wilderness of colors, gold-banded by crimson and the Bourbon coat of arms everywhere; not only in business sections and better residential parts of the town, but also in the poorer quarters, such as Cuatro Caminos and Puerta de Toledo. The mystery was where the people could find the means for such a display. Sometimes, when nothing else could be found, a white sheet appeared outside the window bearing the badge of mourning. It was a universal and impressive outpouring of Royalist sentiment yet informed people do not consider the moment well timed for the advent of a monarchical regime in Spain. All admit that Prince Don Juan is well qualified for the throne but deprecate any change of policy during these times of tension, stress and strain. Perhaps it was this very stress and strain and lack of security which inspired manifestation. In these restricted times when every tradition and precedent and institution have been flung to the winds, men in despair turn to the established methods which were good enough for their fathers.

How you can see twice as much of America on your train trip to California!

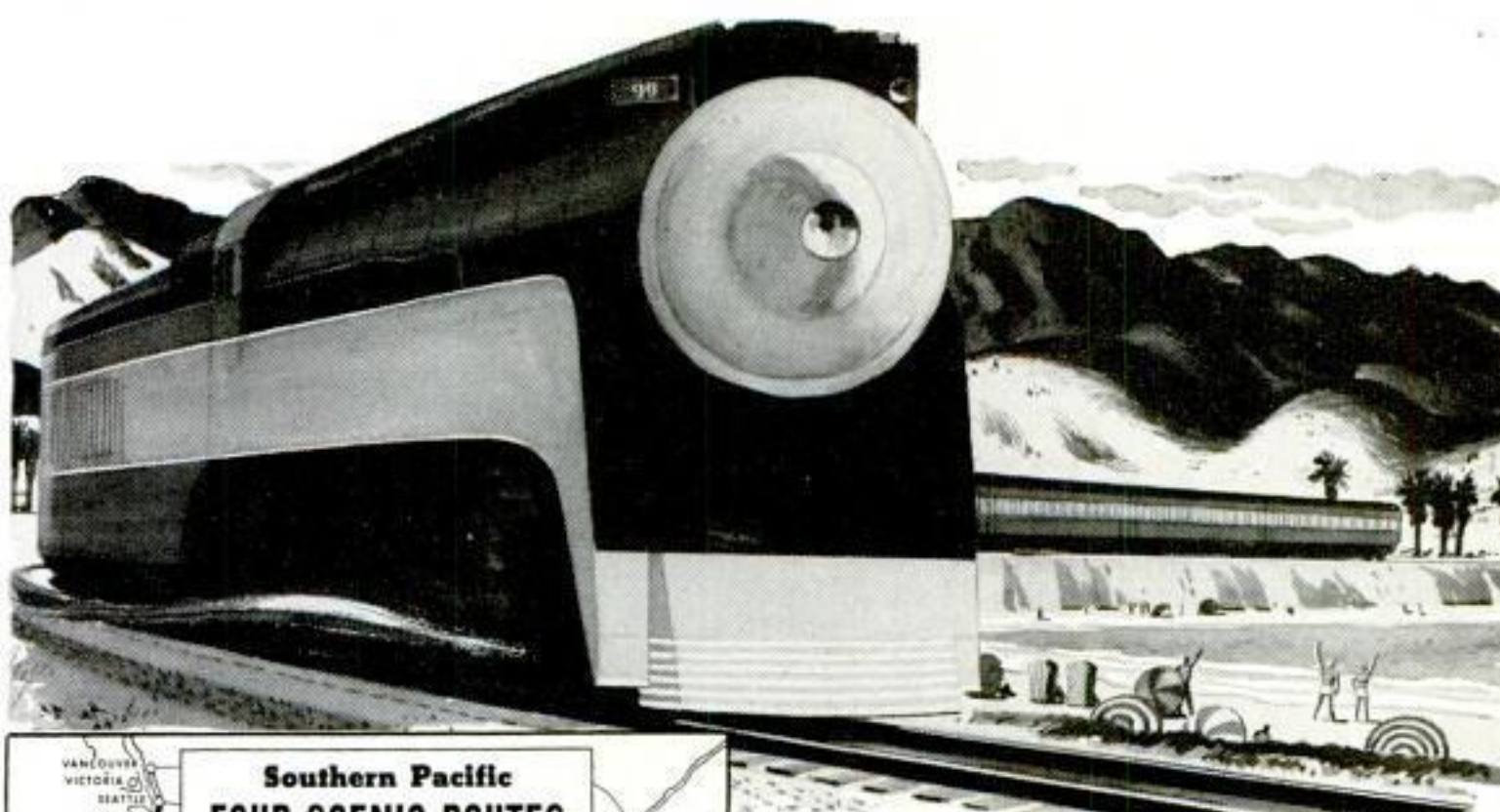
1 Southern Pacific, the West's greatest railroad, invites you to get acquainted with America on your trip to California this year. Our Four Scenic Routes (see map below) approach California through four entirely different parts of the United States—the South, Southwest, Central and Northwest. By going to California on one of these routes and returning on another S. P. route, you see twice as much of America as you would by going and returning the same way—for not 1¢ extra rail fare (from most eastern and midwestern places). For example:



2 You can go on Southern Pacific's low-altitude Golden State Route, through El Paso and Southern Arizona. (Stopover at El Paso for the inexpensive one-day tour to Carlsbad Caverns National Park).



See Los Angeles and Hollywood. Play on delightful beaches beside the blue Pacific. Your Golden State Route train will be the famous *Golden State Limited* or the economical *Californian* (good meals for \$1.25 a day).



4 Return to your hometown on Southern Pacific's spectacular Shasta Route through the Pacific Northwest. Ride the de luxe all-Pullman *Cascade* or the money-saving *Beaver* (breakfast 35¢, luncheon 40¢, dinner 50¢).

Note: If you live on the Pacific Coast, you can enjoy a "go one way, return another" trip East.

3 From Los Angeles you speed along the California coast to San Francisco on Southern Pacific's streamlined *Daylight*, the most beautiful train in the world. See lovely Santa Barbara, 113 miles of Pacific Ocean, oil wells in the surf, Mission San Miguel. Enjoy a free side trip to Del Monte, on the enchanted Monterey Peninsula where California history began.



See Shasta Dam, world's second highest, under construction. Enjoy a side trip, at small added cost, to Crater Lake National Park. (An alternate low-cost tour shows you the giant trees of the Redwood Empire.)

S·P

The Friendly
Southern Pacific

5 New Color Guidebook! Mail this coupon and we'll send you free our new 32-page western guide book, illustrated with 64 natural color photographs. Address O. P. Bartlett, Dept. LE-32, Southern Pacific, 310 So. Michigan Ave., Chicago, Illinois. This offer restricted to grown-ups only.

Your Name _____
Address _____
City _____ State _____

SPEAKING OF PICTURES

TEXAS STUDENT STAGES A GRASSHOPPERS' WAR

The actual facts of World War II, sufficiently horrible to adults, are merely a jumping-off point for the imagination of U. S. youth. After exhausting the most terrifying possibilities of man-made war, the average youth of 1941 conjures up vast interplanetary conflicts fought by fearsome monsters. One lurid imagination, belonging to Maurice Levy, 19, of College Station, Tex., produced grasshopper war shown here.

Young Levy is a junior in the Texas Agricultural & Mechanical College, large semi-military school (6,500 students) which furnished more Army officers to the U. S. in World War I than West Point. A science student, Levy is also a cadet in the R. O. T. C. chemical warfare division. He combined his interest in the laboratory's store of preserved grasshoppers with his skill in photography.

No ordinary grasshoppers, Levy's measure 3 in. long. They were caught last summer in the Rio Grande Valley, where they are commonly called southwestern lubber grasshoppers, practically never called *Brachystola magna*, their scientific name. One day recently, the *Dallas News* asked Amateur Photographer Levy to make some insect portraits, but while working he decided to change his assignment to a *Brachystola* blitzkrieg. Props were left-over Christmas toys. Cutting out the men, he mounted dead grasshoppers instead, set his scene with the aid of glue, modeling clay and a scalpel.

Levy has a thoroughly matter-of-fact opinion of his terrifying new art. It's not a hobby, he explains, "purely a photo assignment." He pays his way through college by taking commercial and feature pictures, disclaims the use of any more unusual equipment than extension tubes and a spotlight on this story, and thinks his own means of support less interesting than such other A & M student activities as making ropes for cowboy lariats, manufacturing shoes that prevent spread of athlete's foot in group showers. Modest Maurice underestimates himself. To see him at his work, turn the page.



HELMETED GRASSHOPPER AT LEFT MOUNTS A POWERFUL FIELD PIECE WHILE COMPANIONS IN ACCOMPANYING



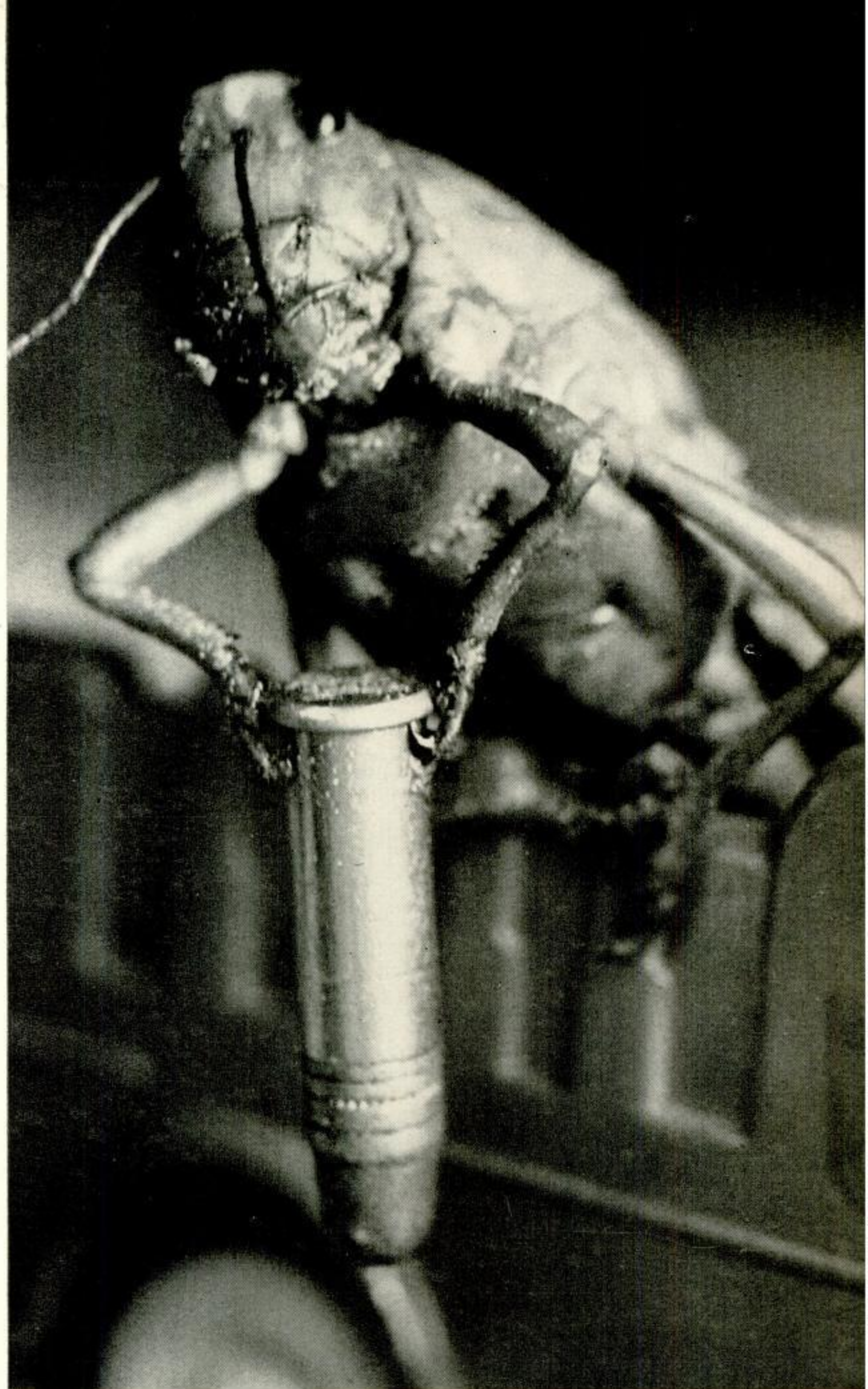
MOTORCYCLE MESSENGER OF THE GRASSHOPPER ARMY RUSHES TO ANNOUNCE ENEMY'S APPROACH



A GRASSHOPPER SUPPLY TRUCK BOGS DOWN IN APPARENTLY DEEP MUD



SUPPLY TRUCK UNLOAD MORE AMMUNITION. GUN AND TRUCK WERE CHRISTMAS TOYS



ON CLOSER INSPECTION THE SHELL TURNS OUT TO BE A .22-CAL. BULLET



GRASSHOPPER ARTILLERYMEN, WEARING TOY SOLDIER TIN HATS, PREPARE THEIR FIRE



A BOMB DEMOLISHES GUN AND ITS MEN. LEVY'S CARNAGE IS GRIMLY REALISTIC

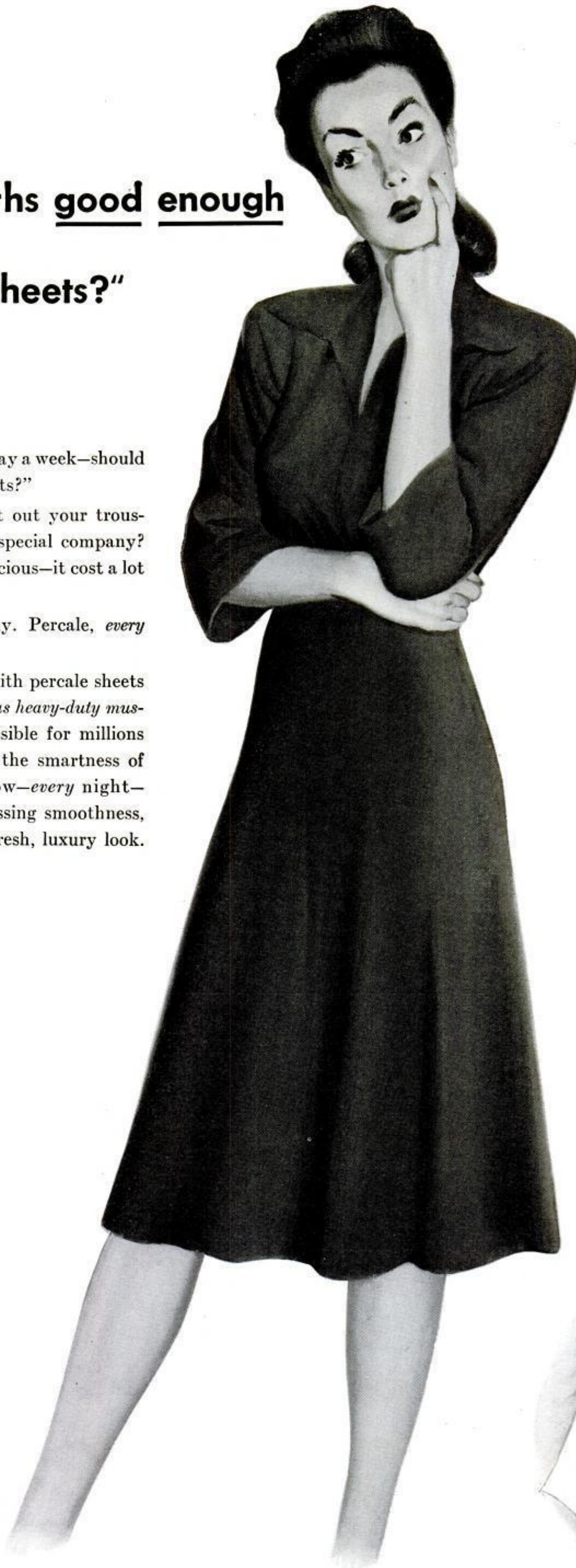
"Are the Smiths good enough for Percale Sheets?"

"THE SMITHS ARE COMING to stay a week—should I bring out the percale sheets?"

Remember when you got out your trousseau percale only for *extra-special* company? No wonder! Percale was precious—it cost a lot and you had little of it.

Percale was for company. Percale, *every* night, was for the rich.

But then came Cannon with percale sheets for just about the same price as heavy-duty muslin! Cannon—making it possible for millions of women to "step up" to the smartness of percale. Now *you* can know—*every* night—Cannon Percale's fine, caressing smoothness, its dazzling whiteness, its fresh, luxury look.



DO YOU KNOW THESE ANSWERS—ABOUT SHEETS?

Can I save any money with Cannon Percale?

If you send your sheets to a laundry, Cannon Percale Sheets, because they're lighter, can actually save you about \$3.25 a year for each bed, at average pound rates.

How do Cannon Percale Sheets wear in comparison to muslin?

We talked with a large number of women who had used both muslin and Cannon Percale Sheets. Of these women, 14.2% thought muslin wore better than percale; and 40.5% thought Cannon Percale wore better than muslin! The rest were not sure.

What is the difference between muslin and Cannon Percale?

Cannon Percale Sheets are woven with 25% more threads to the square inch than the best-grade muslin. A better grade of cotton is used in Cannon Percale. The threads are finer quality and more highly twisted. The sheet is lighter, and has a smoother, more luxurious texture than muslin.

How does Cannon Percale launder?

These *lighter* sheets are easier to handle. They finish beautifully, always keep their dazzling whiteness. In fact, after a year's normal use, Cannon Percale is a lovelier, softer sheet than on the day it was bought.

What kind of hems should I expect in a quality sheet?

Hems should be generous and absolutely straight—or the sheet will never fold properly. A "torn" size sheet usually assures a straight hem. See that the hem, and the *ends* of the hem, are sewn with tiny stitches.

How can I identify Cannon Percale Sheets in the store?

They are packaged in a dust-proof box with the Cannon name on it. These *packaged* sheets assure you of unhandled, clean merchandise. They're ready for use, saving you the cost of the first laundering.

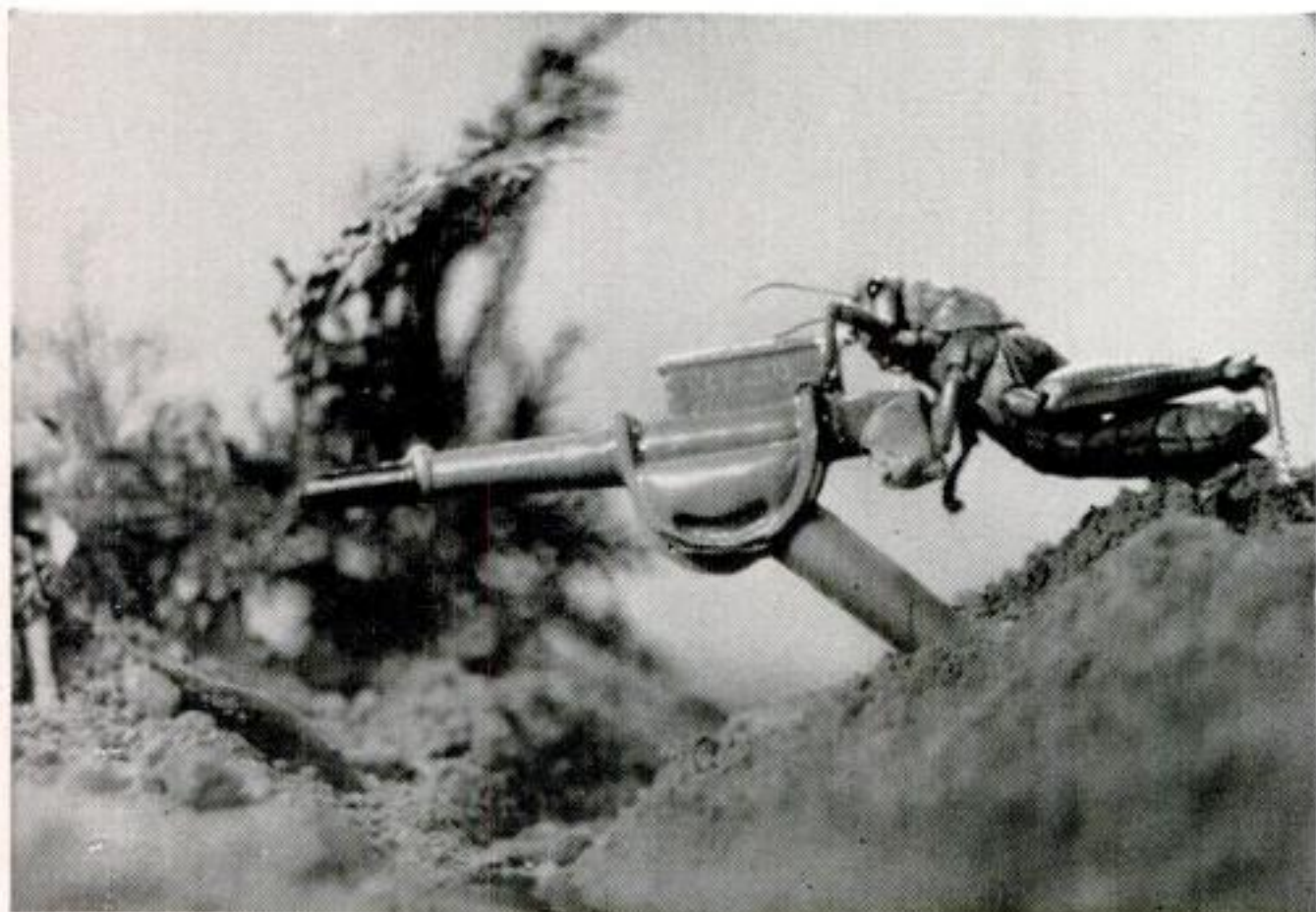


CANNON TOWELS • CANNON SHEETS • CANNON HOSIERY

Your store also has a low-price, high-value Cannon Muslin sheet at about one dollar.

SPEAKING OF PICTURES

(continued)



GRASSHOPPER MACHINE GUNNER ON A HILLSIDE PREPARES TO REPEL ATTACK



SAME GUN, TILTED SKYWARD AND CAMOUFLAGED, BECOMES ANTI-AIRCRAFT



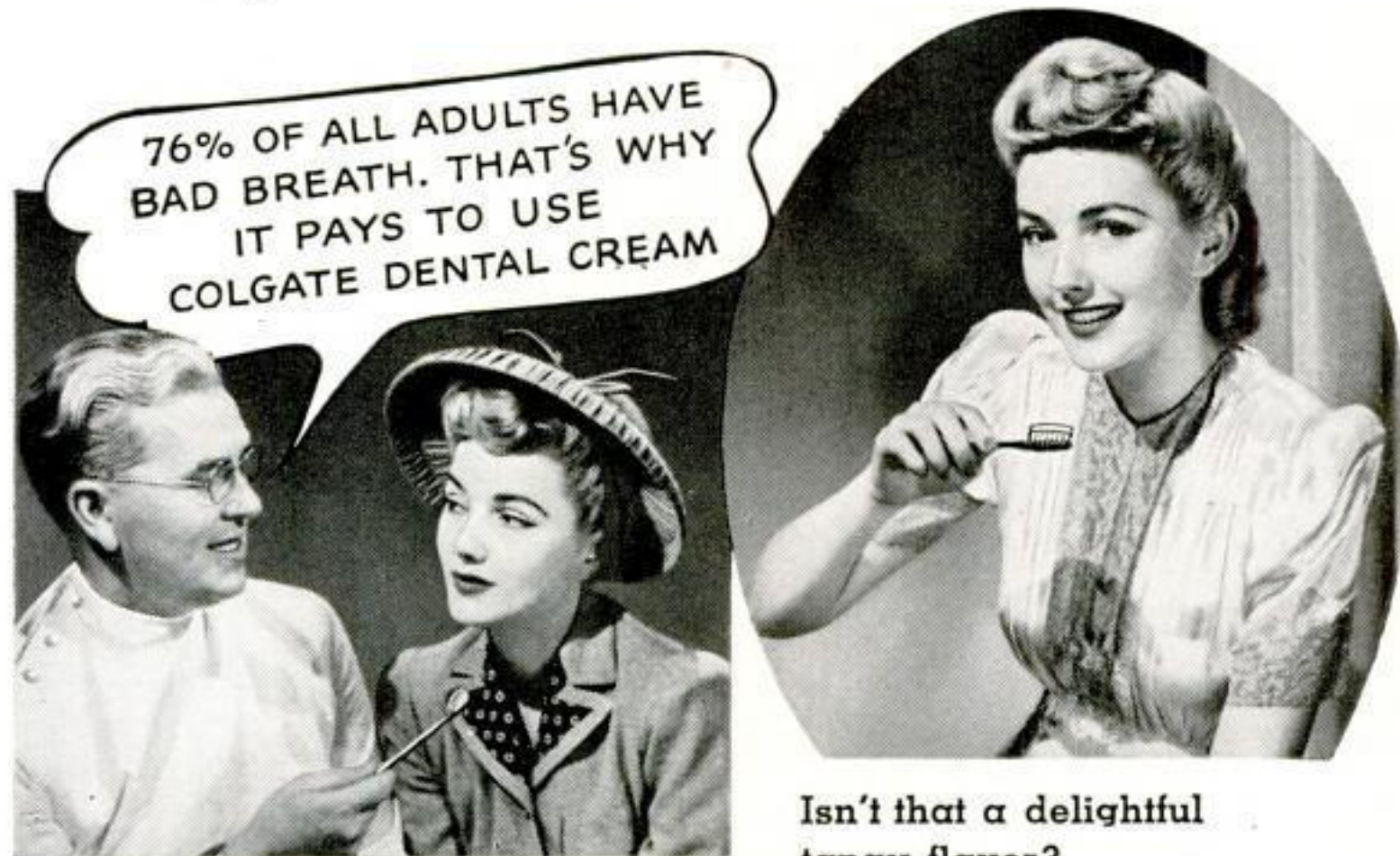
STRATEGIST & PHOTOGRAPHER MAURICE LEVY SETS SCENE IN HIS MIMIC WAR

Beautiful... Beguiling



*but she has a blind spot
about her B-R-E-A-T-H!*

And bad breath has cheated her—robbed her of friends and gaiety, companionship and love. Can YOU afford to risk bad breath? It's a very common fault, you know! In fact, recent tests show...



"You see, Colgate's active penetrating foam gets into the hidden crevices between your teeth... helps clean out decaying food particles and stop the stagnant saliva odors that cause much bad breath."

Isn't that a delightful tangy flavor?

Aren't your teeth brighter, more attractive?

And that penetrating foam—how clean and refreshed it makes your mouth feel! Colgate's is the pleasant way to combat bad breath!



IN *Easter's* GOOD GRACES...



A - Corticelli rayon Crepe Seance, rayon satin applique. Tearose or white. Sizes 32 to 44.

Corticelli
OVER A CENTURY OF QUALITY

LOVELY LINGERIE

\$1.98

SLIGHTLY HIGHER IN SOME VICINITIES



B - Appanzelle type embroidery, Corticelli rayon Crepe Seance. Tearose or white. Sizes 32 to 40.



C - Embroidered organdy with imported Val lace, Corticelli rayon Satin Allure. Tearose or white. Sizes 32 to 40.

Hand and Glove with the Easter-tide tradition of Spring finery, a quartet of Corticellcamisoles, dreamed up to magnify the transparent beauty of your dainty sheer blouses and frocks... Moulded with blueprint precision to flatter the narrow silhouette of your new Spring ensemble, each Corticelli slip affords new luxury in the century-old "Kitten And Spool" label, synonym of quality and wholesome good taste to millions of American women.



D - Imported Val lace, Corticelli rayon Satin Allure. Tearose or white. Sizes 32 to 44.

FASHIONED OF FAMOUS
CORTICELLI FABRICS

Sold in over 3000 stores throughout America
See page 112 for stores in principal cities

Or write BELDING HEMINWAY CORTICELLI, NEW YORK, N. Y.

POSED ON
GRENEKER MANNEQUINS

LIFE'S COVER

LIFE



The U. S. Navy has just ordered \$50,000,000 worth of the dive bomber shown on the cover, the new Curtiss XSB2C-1. X stands for "experimental," SB for "scout bomber," 2C for second scout bomber built by Curtiss, 1 for first model of this bomber. Its speed is 100 m.p.h. higher, range 600 miles greater and striking power far more deadly than that of any dive bomber in the world. It will be stationed aboard aircraft carriers like the *Enterprise* (see pp. 58-60).

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RICH, RIPE
ORANGES



FOR YEARS
THE FAVORITE
ORANGE AT
BETTER SODA
FOUNTAINS

step into
Glamour



"ELEGANCE PLUS"

Spring hit! Elasticized. In blue, black, white and in combinations and with closed toe.

Let lovely MODERN MISS shoes add that final touch of subtle glamour to your Spring ensemble... There are many beautiful MODERN MISS Dress, Sport and "Tween-Time" styles to choose from.

PRICES \$4.00 to \$6.00 Write for free style folder and name of your MODERN MISS dealer.

HUTH & JAMES SHOE CO.
Milwaukee, Wis. Dept. 3-31

Modern Miss
LOVELY SHOES



Easy on the Eyes



YET THEY'LL TAKE A DUCKING!

"Duck feathers!" quacked Dapper Duck. "What if a Mallory is as easy on the eyes as on the head? Just wait for a touch of bad weather and see who wins—me or Mallory!"

Dapper, old Duck, you've met your match . . . in Mallory's moisture-resistant 'Cravenette' process. Not only do Mallory hats weather the weather—they wear just as well as they look. And for looks, it's hard to beat a Mallory. Mallory hats are shaped for smartness, the kind of felt-deep smartness that doesn't wilt. Easy on the eyes, yet *how* they'll take a ducking! (The way a Mallory goes to a man's head, you'd think he'd just made a million!)

THE MALLORY "MERIDIAN" (above, left). Note this Stowaway felt that shapes kindly to anybody's features! From striking deep-creased streamlined crown (with gentle slope rearwards) to welt-edged brim and heavy-corded band—this 'Cravenette'-processed Mallory is "tops." **\$5**

THE MALLORY "DUNES CLUB" (above, right). Cast an eye on this swankish light-weight Stowaway—and get a thrill! An all-purpose crown with telescopic leanings, welt-edge brim, casual Oxford drape band and Mallory's choicest colors. 'Cravenette'-processed, of course! **\$5**

Most Mallory Styles \$5. The Sportabout \$4. Others \$6, \$7.50 and \$10.

MALLORY

EXCLUSIVELY "Cravenette" PROCESSED

They'll take  a ducking



A man's eye will drift to details!



Sh-h-h!...she has "GAP-OSIS"

She was so young...charming...provocative. What if she didn't know port from starboard...fore from aft? He thought she was wonderful anyway! Then suddenly

— could it have been that gaping placket?—he lost interest. The romance died.

Too bad. Because "gap-osis" is so easy to fix. Simply your quiet insistence on "A Talon placket fastener please!" whenever you buy a dress.



WHEN THE DRESS you buy has a slide-fastened closing down-the-front, make doubly sure you get the dependable Talon fastener. Remember—its exclusive automatic self-lock can't slip open...stays completely secure at any point.



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HERE'S HOW to make certain you get this dependable slide fastener...take a second look for the trademark "Talon." To help you spot it, many retailers tie a Talon fastener Instruction Tag to dresses and skirts. Look for it...it carries valuable information!

"TALON"
REG. U. S. PAT. OFF.

the dependable
slide fastener

TALON, INC.
MEADVILLE, PENNSYLVANIA

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LIFE'S PICTURES

This picture of Carl Mydans was taken by Shelley Smith Mydans, his wife, sometime last January as they sailed aboard the *President Taft* for China. In the essay on Chungking (pp. 93-101) you see the first picture results of this photo-reporting team's latest assignment.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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The lovable fragrance of Yardley English Lavender holds enchantment in its cool, intriguing depths. Light and gay, it is a fragrance so exquisitely fresh that it may be worn for every informal occasion.

Yardley English Lavender Soap holds the same enchanting fragrance. It turns you out of the tub as fresh and sweet as a baby, and radiant from head to toe. The luxury soap of the world, in hard-milled and unbelievably long-lasting tablets, for face and bath.

You may purchase these luxurious Yardley products at any finer drug or department store. Or at Yardley, 620 Fifth Avenue, New York. Yardley English Lavender Soap, 35c the single tablet. Box of three, \$1. You'll find lovely Yardley English Lavender priced from \$1 to \$8.25. We continue to receive our shipments from England despite war conditions.

Yardley **ENGLISH LAVENDER**



YARDLEY PRODUCTS FOR AMERICA ARE CREATED IN ENGLAND AND FINISHED IN THE U. S. A. FROM THE ORIGINAL ENGLISH FORMULAE, COMBINING IMPORTED AND DOMESTIC INGREDIENTS

AMERICA'S SPECIFICATION No. 1

The bids are in—and coming in . . . Prices may differ . . .

Materials may vary . . . But the man or manufacturer who gets the business in '41 is going to have to meet an over-all specification which may not appear in print.

That specification is Quality.

The nation is on the speed-up—there is no time or place for a letdown anywhere along the line.

A monkey wrench in the machinery these days is close to high treason.

The airplane must be even stronger than the specifications state; the blanket must be even warmer; the shoes even more comfortable.

The farmer in the field is after a trouble-free tractor.

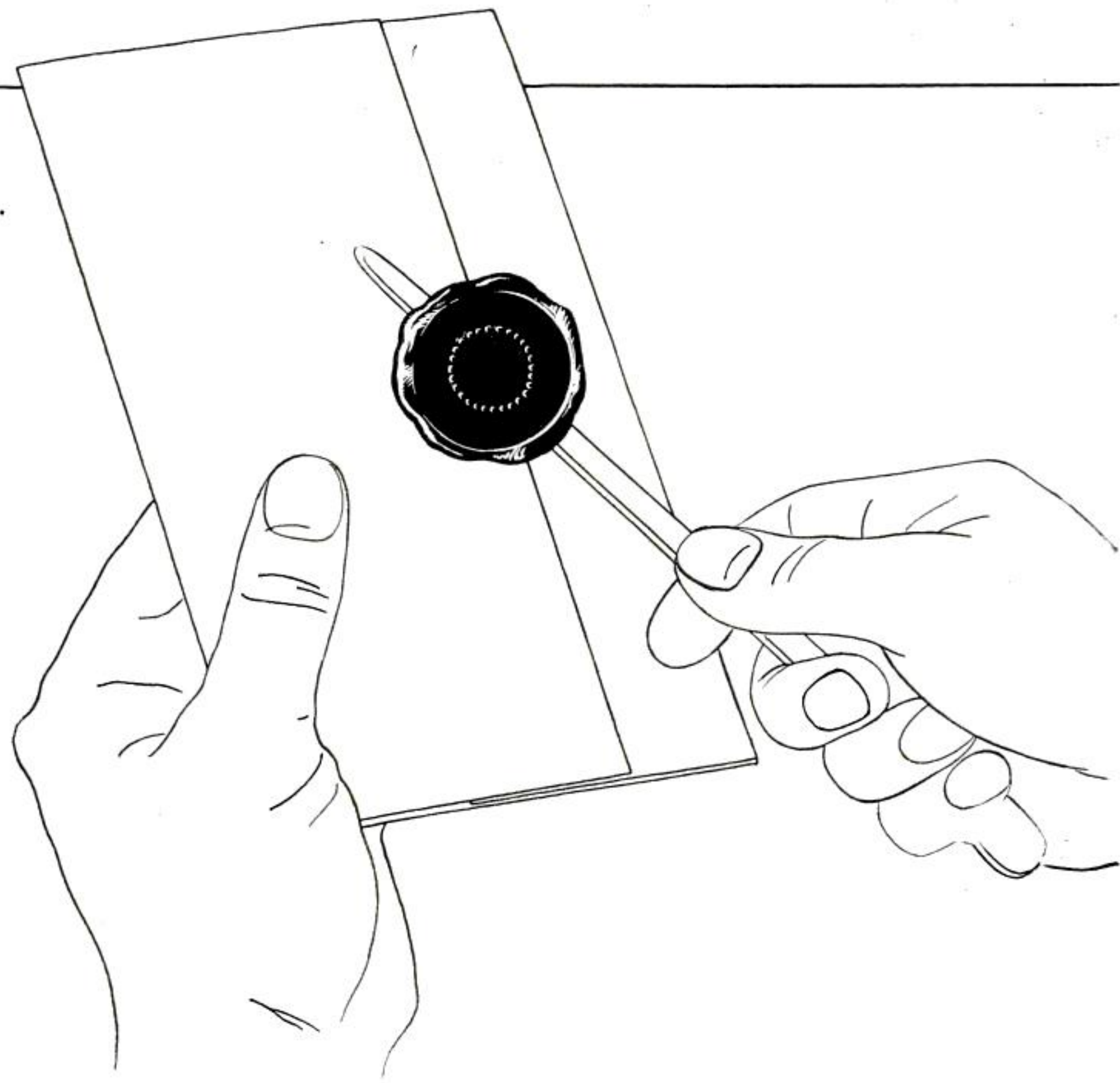
The motorist on the highway wants a car that does a good job longer.

The housewife in the food store is insisting on "Quality as specified."

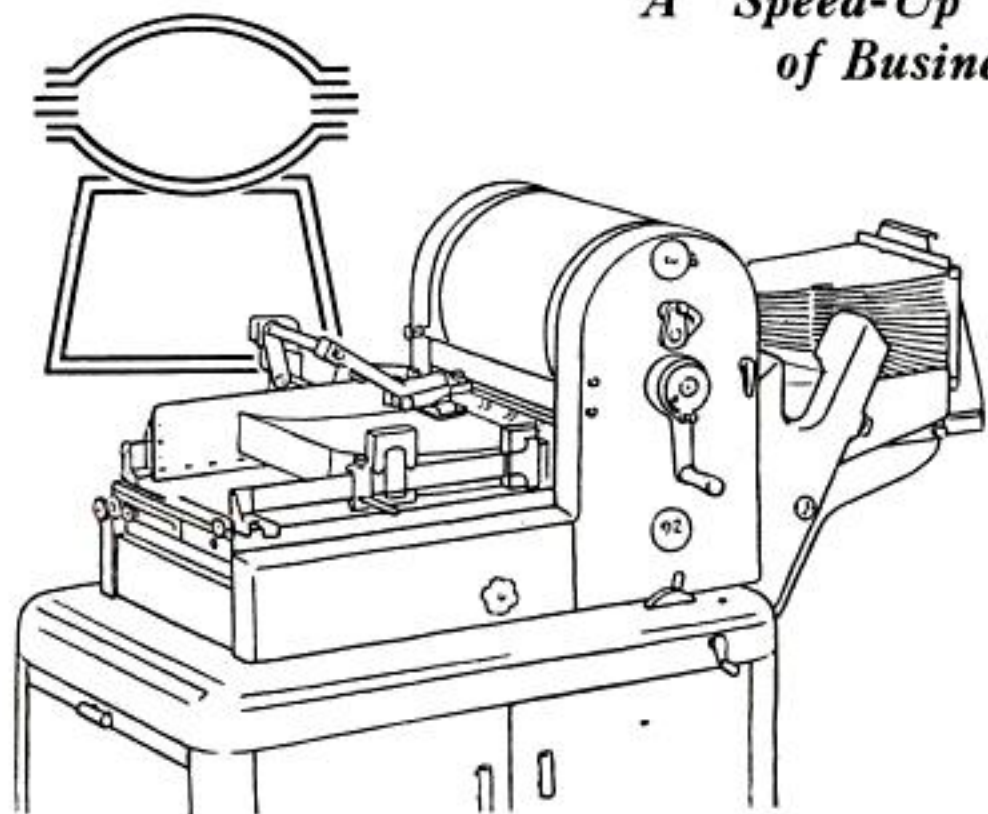
Many years ago a great American writer said, "All good things are

cheap; all bad things are very dear."

In a nation built on quality, never has the need for it been greater; never has the love of it been stronger.



A "Speed-Up" Era of Business



Speed today is a must in business.

Not speed uncontrolled—but easy, accurate, well-greased, moving smoothly along.

In the time it takes a radio announcer to give a minute commercial, the Mimeograph duplicator can turn out 50 to 160 copies.

In the time it takes for a four-minute egg, the Mimeograph duplicator

would have piled up a stack of several hundred copies.

These would not be helter-skelter, "lickety-split" copies. They would be neat, easy-to-read and accurate.

The reason is, Mimeograph duplication is an efficient, self-contained unit for a business offensive.

The Mimeograph stencil sheet captures the idea or message to be dupli-

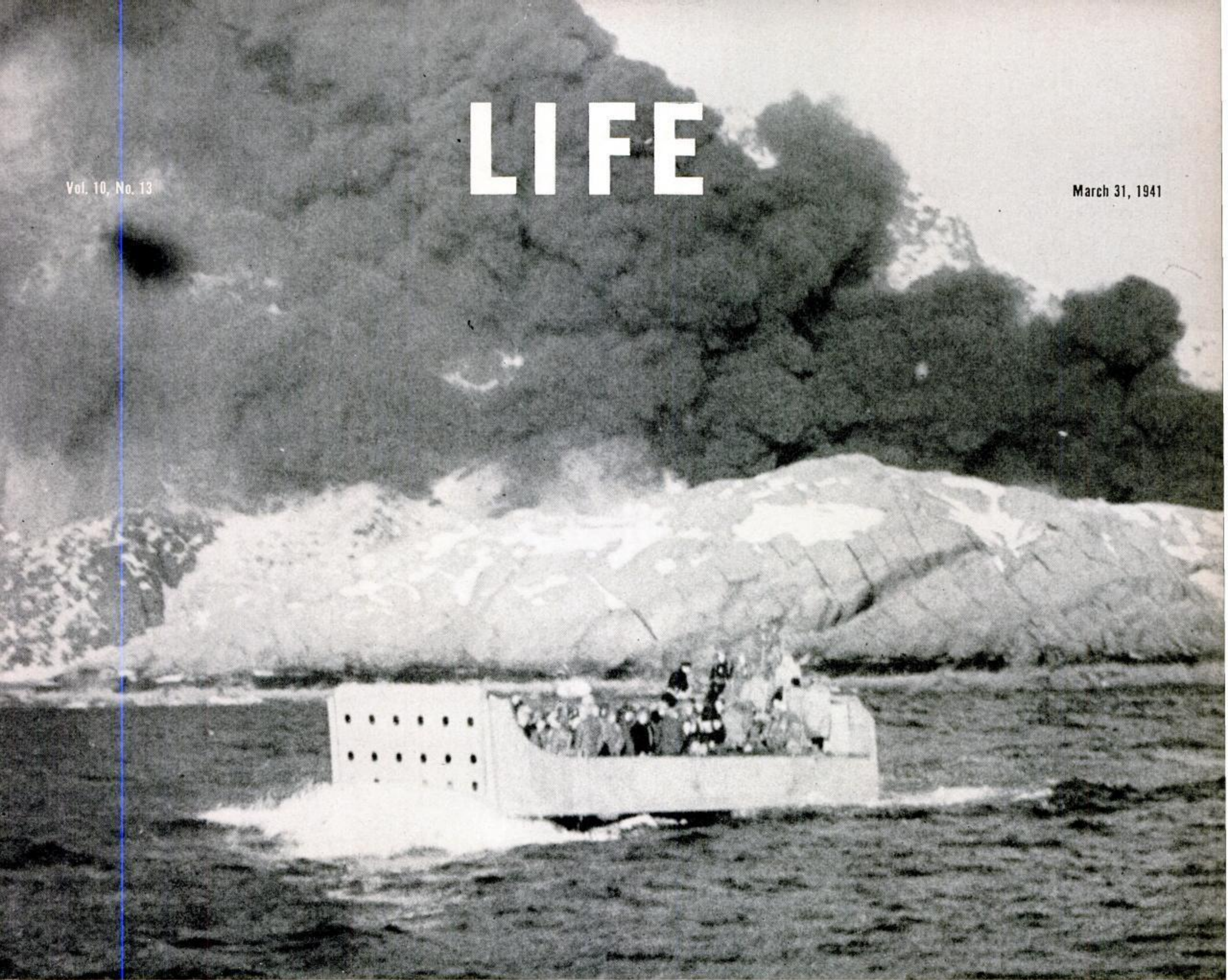
cated. The Mimeograph duplicator is the mechanized unit to do the work. And Mimeograph inks put it down in black and white, or colors.

A. B. Dick Company manufactures four Mimeograph duplicators, several different types of Mimeograph stencil sheets, and many types of Mimeograph brand inks—for different purposes and at different prices. . . . A. B. Dick Company, Chicago.

Mimeograph duplicator

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BRITISH RAIDERS RETURN TO THEIR SHIPS IN THEIR NEW ARMORED "INVASION BARGES" AFTER HAVING FIRED THE GERMAN FISH-OIL DEPOTS AT SVOLVOER, NORWAY

BRITISH TURN TABLES ON NAZIS WITH SUDDEN RAID ON ISLANDS OFF NORWAY



BRITISH WATCH GLYCERIN PLANT GO UP IN SMOKE

On March 4 the British completed their most successful hit-and-run invasion of Axis soil to date. It was not their first raid on German or Italian territory and it only lasted 390 minutes, but it was the first raid of which photographs were released.

Five destroyers and two transports slid quietly up Norway's Vestfjord to Svolvær, chief fishing port of the Lofoten Islands off northern Norway. Picked British soldiers, with "Free Norwegian" marines as guides, climbed down the sides of their ships into the armor-crusted hulls of Britain's new "invasion barges." Like the one photographed for the first time in the war picture above, these barges carry 50 men apiece, are propelled by Diesel engines. Their bows are fitted with a high steel shield perforated with 18 portholes, through which automatic rifles can be fired. They represent also the first concrete clue to the type of shallow-draught boats the Germans may be building for their promised invasion of Britain.

Chief purpose of the raid was the destruction of the six Svolvær plants in which the Germans extract fish oil to be turned into glycerin for high explosives and codfish oil for food. First thing the British did was to explode these plants. In ten minutes they wrecked all communications with the mainland, then systematically fired oil-storage tanks, destroyed a seaplane base and sank eleven ships in German use totaling 18,000 tons.

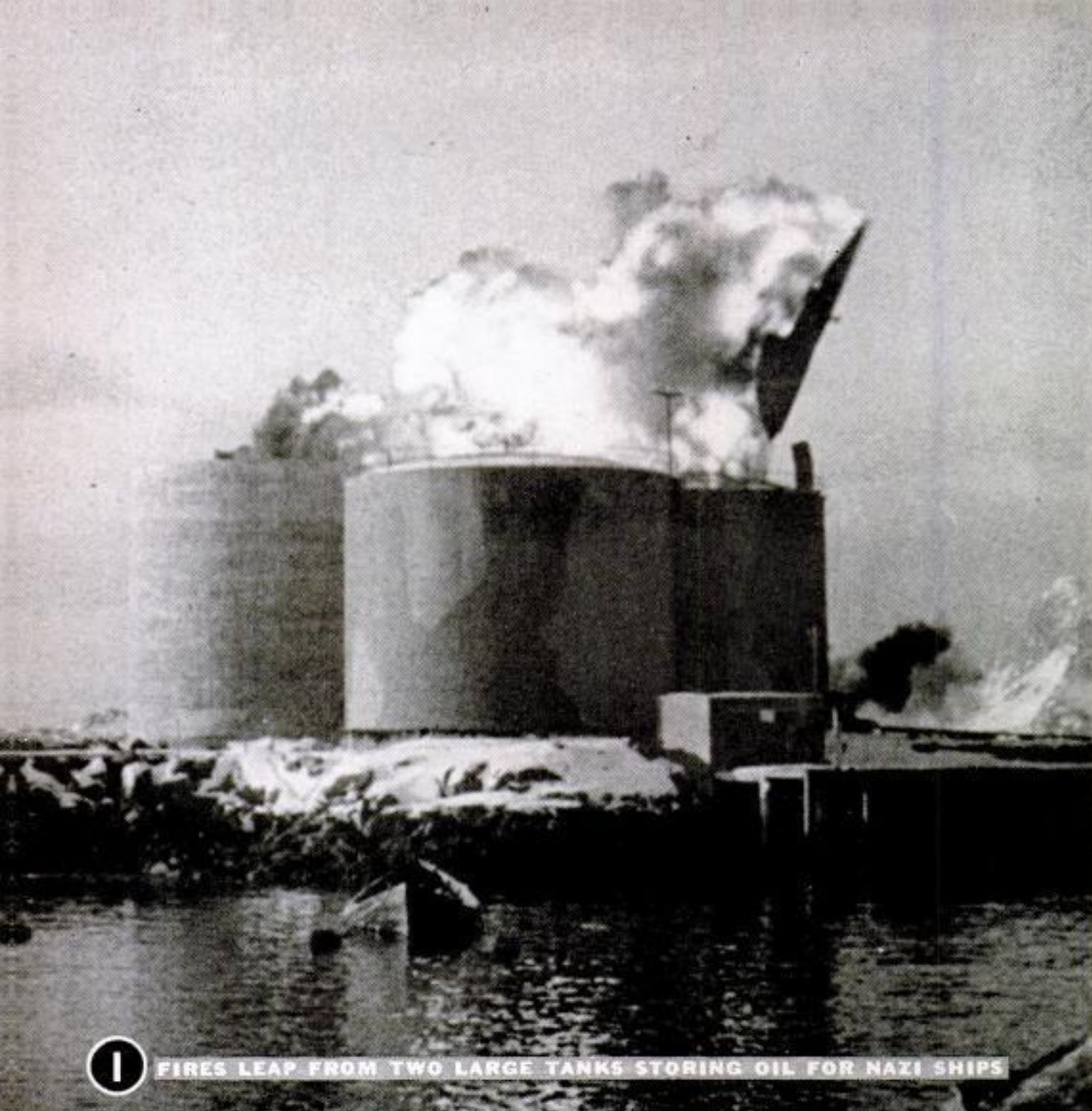
With the exception of a small German naval traw-

ler, no resistance was offered. Only casualties were seven Germans, killed when the trawler was blown up.

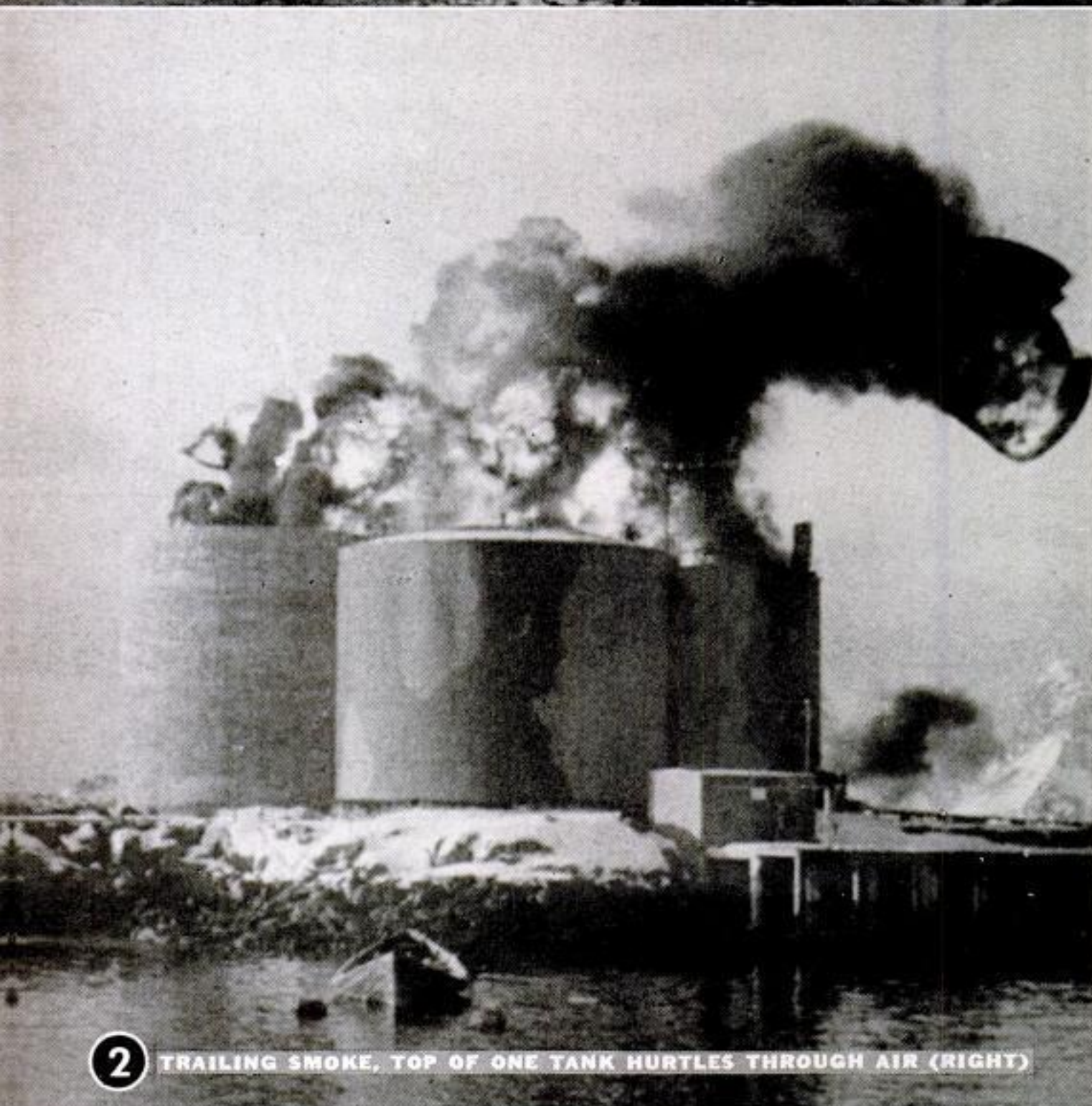
Captured without a shot and taken to England as prisoners were 215 Germans and ten Norwegian "Quislings." Also returning to England to continue the fight against Hitler were 323 Norwegian volunteers. To the Norwegians left behind, the British distributed food and clothes. What the raid looked like is described by an eyewitness in a cabled article to LIFE on page 33, which supplements these pictures from the official British films released through Movietone News.

The Germans belittled the raid as "a mere bagatelle," but their later reactions belied their nonchalance. The home of every Norwegian who went with the British was burned to the ground. Norwegians who had helped the British were arrested. One was immediately shot. A 100,000 kroner fine (nominally \$25,000) was slapped down on Svolvær.

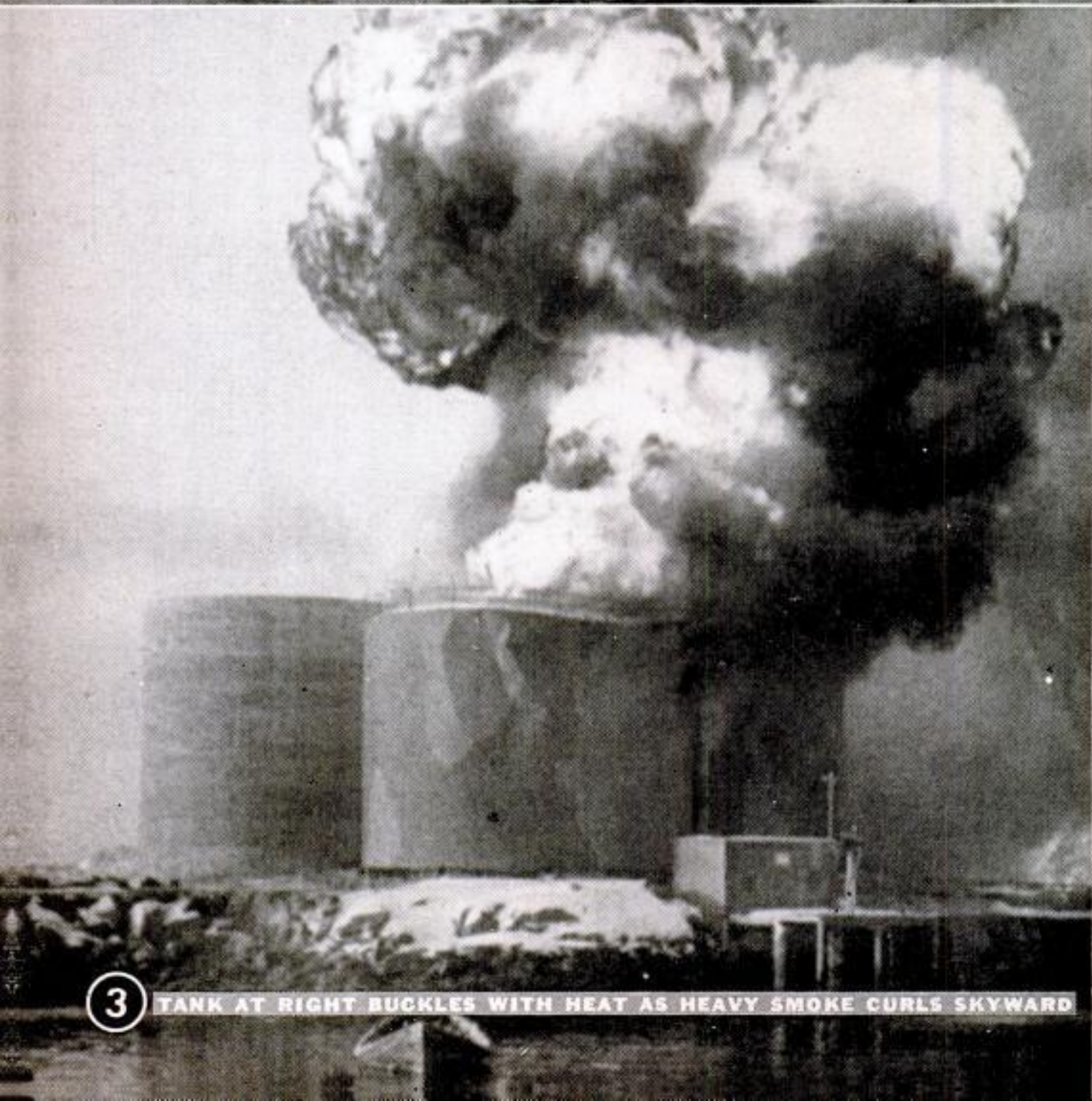
In raiding Norway the British had borrowed a card from Hitler's deck. While the Führer's forces stood poised but unable to invade Britain, the British had sneaked off an invasion in one of Hitler's bailiwicks. They had ruined the value of the Lofotens for many months. They had raised the hopes of escape among Norwegians living under Nazi rule in coastal towns. As in Greece, they had given the lie to Hitler's promise of Feb. 24 that "wherever the British touch the continent, we will meet them immediately."



1 FIRES LEAP FROM TWO LARGE TANKS STORING OIL FOR NAZI SHIPS



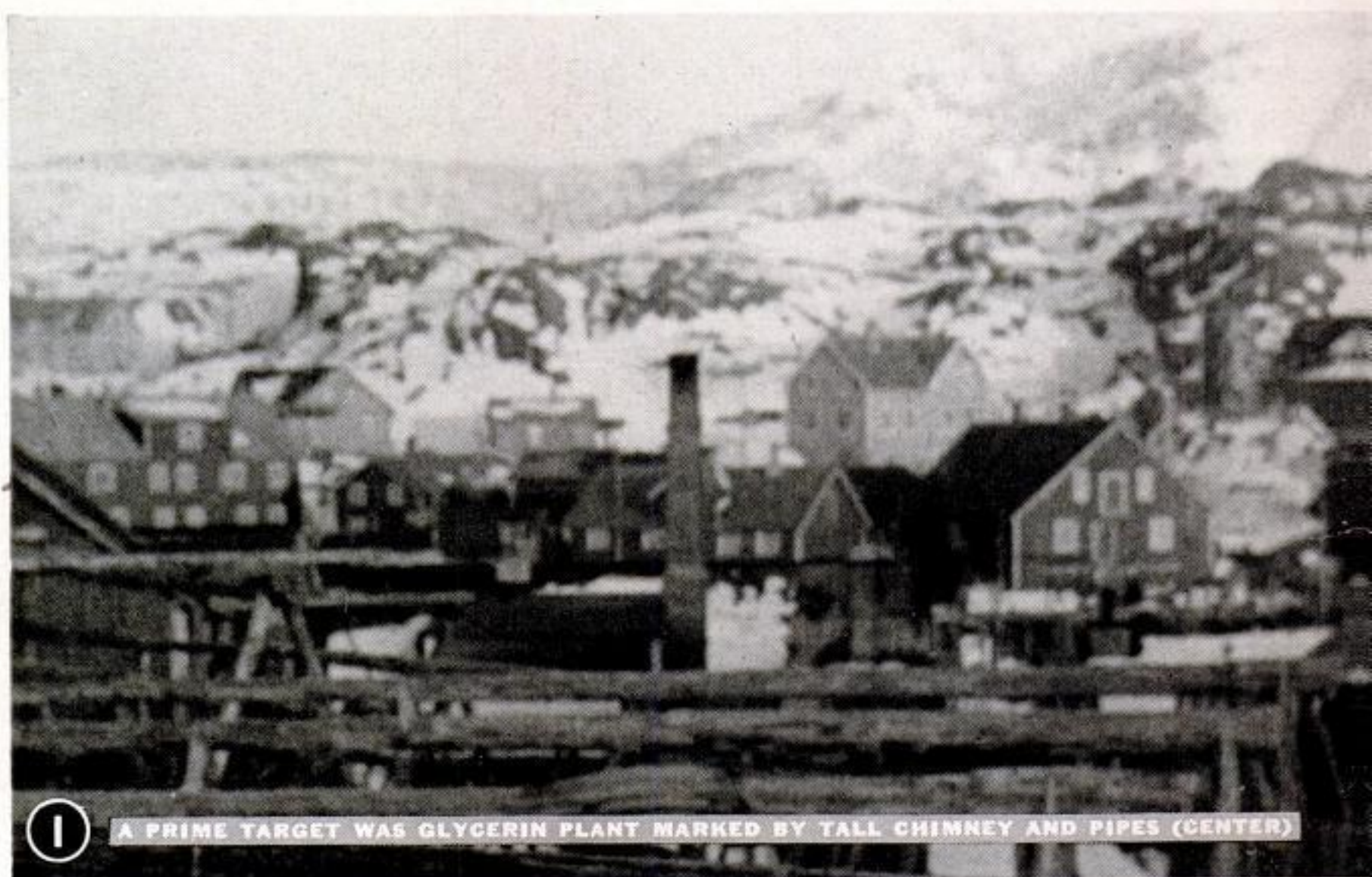
2 TRAILING SMOKE, TOP OF ONE TANK HURTTLES THROUGH AIR (RIGHT)



3 TANK AT RIGHT BUCKLES WITH HEAT AS HEAVY SMOKE CURLS SKYWARD



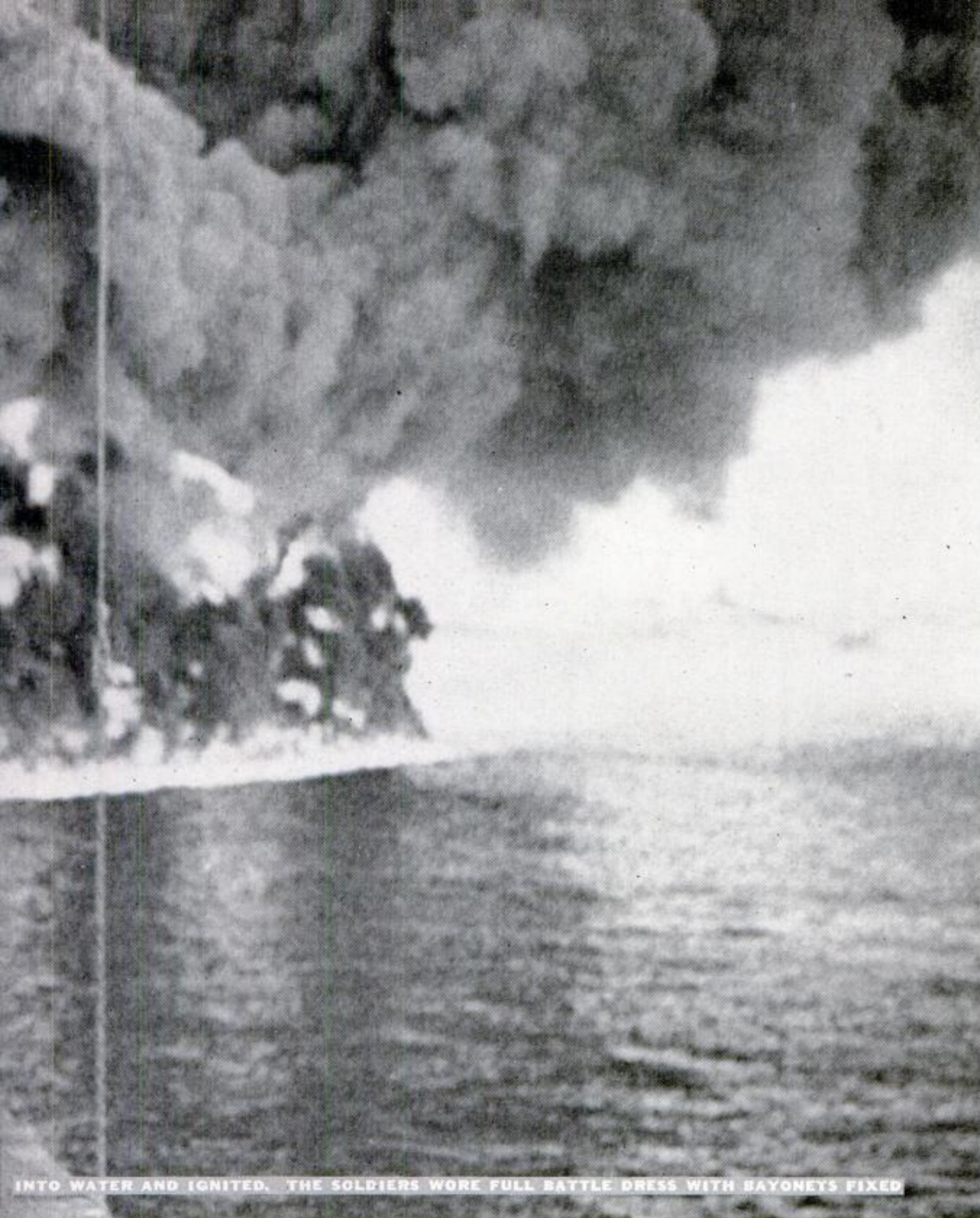
TOMMIES WATCH OIL-SOAKED WATERS BLAZE AFTER OIL DRUMS FOUND ON DOCK WERE DUMPED



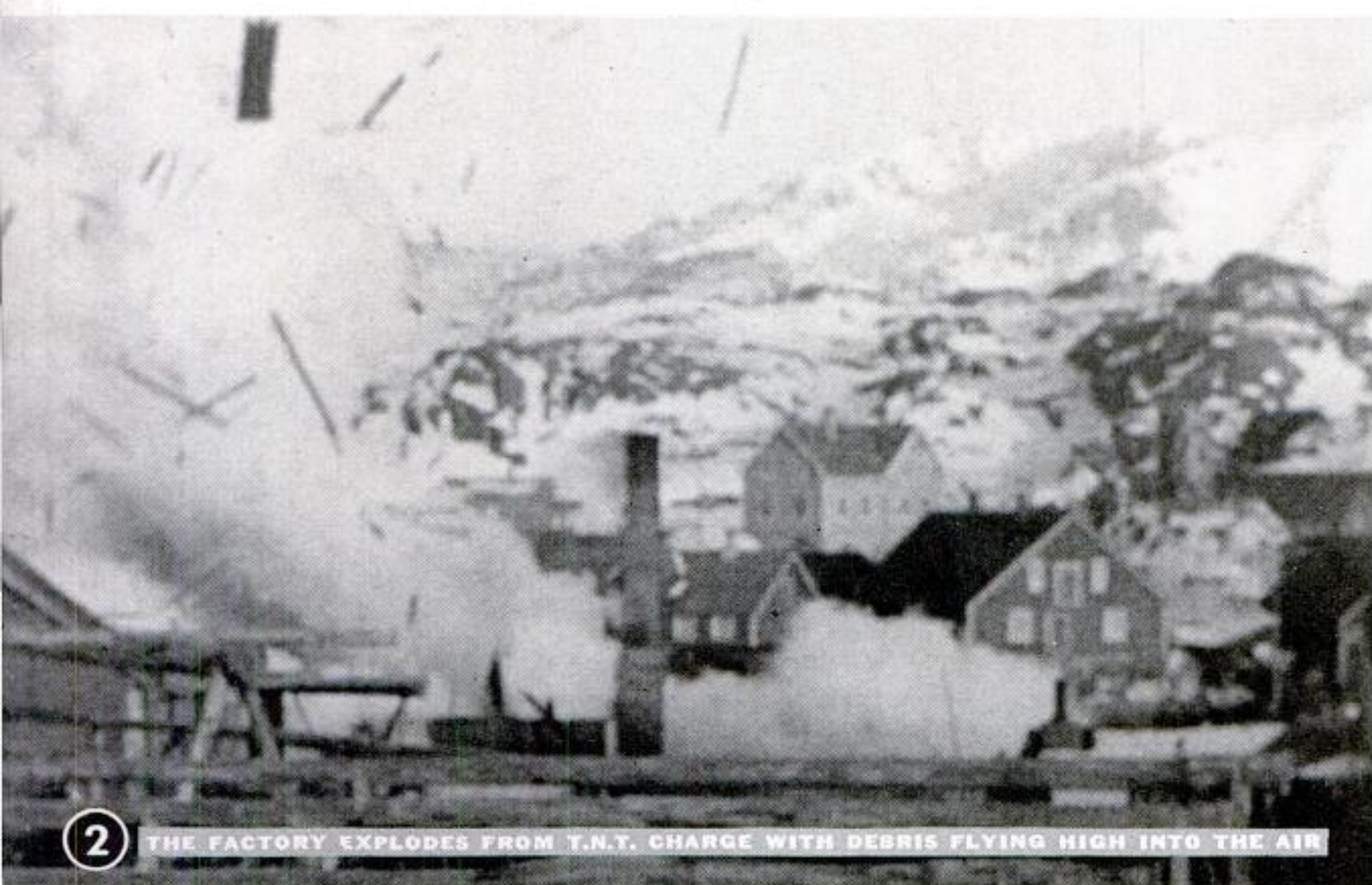
1 A PRIME TARGET WAS GLYCERIN PLANT MARKED BY TALL CHIMNEY AND PIPES (CENTER)



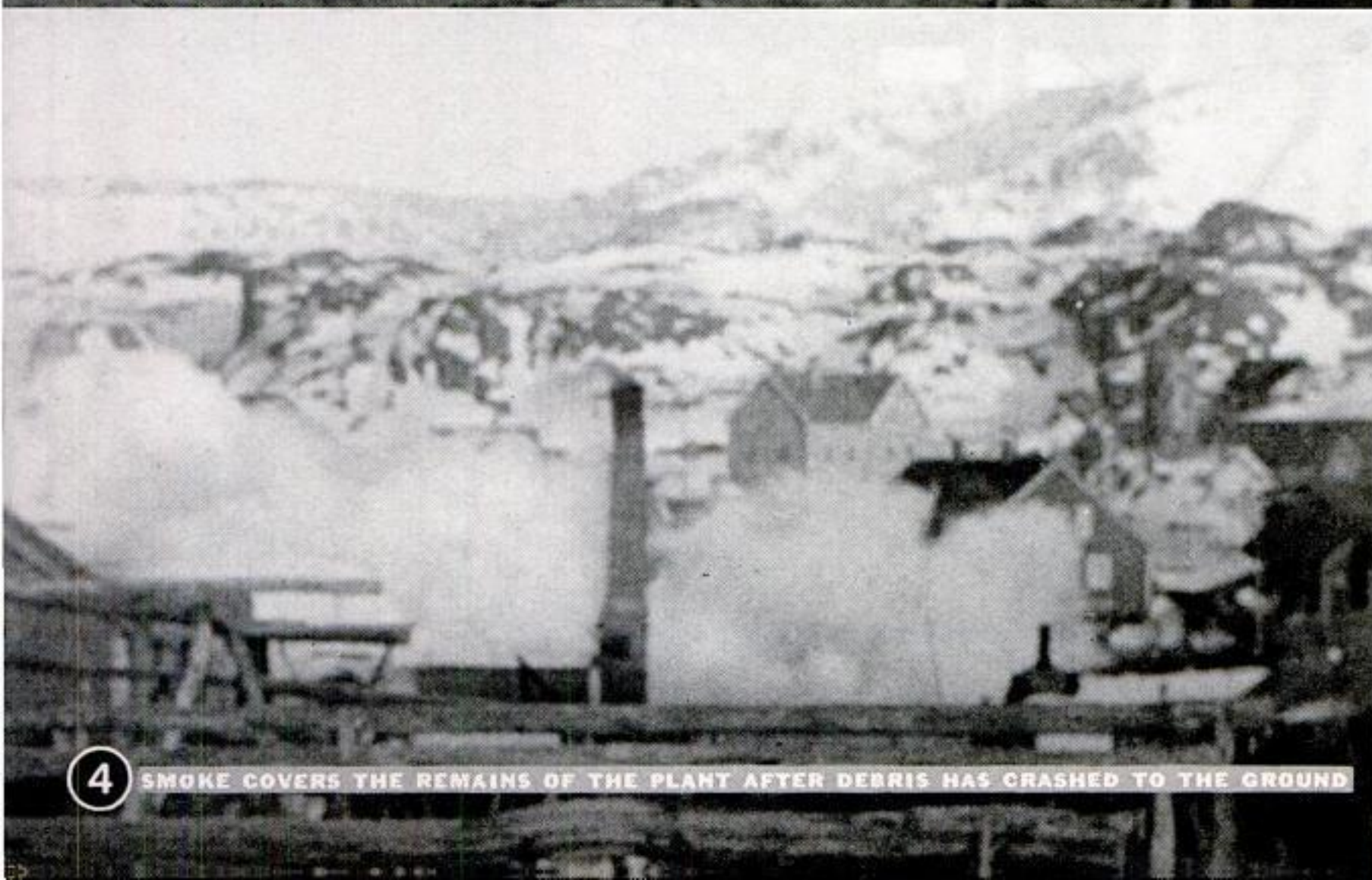
3 DEBRIS, INCLUDING ROOF OF PLANT (CENTER), BEGINS TO SETTLE AFTER EXPLOSION



INTO WATER AND IGNITED. THE SOLDIERS WORE FULL BATTLE DRESS WITH BAYONETS FIXED



2 THE FACTORY EXPLODES FROM T.N.T. CHARGE WITH DEBRIS FLYING HIGH INTO THE AIR



4 SMOKE COVERS THE REMAINS OF THE PLANT AFTER DEBRIS HAS CRASHED TO THE GROUND

I WAS RESCUED BY THE BRITISH

A NORWEGIAN WITNESS DESCRIBES THE RAID

by SERGEANT STROEMHOLT



One of the Norwegians who sailed back with the British from the Lofoten Islands was Edmund Stroemholt (left), 24-year-old Norwegian sergeant, whose eyewitness impressions of the raid appear below. At the time of the raid, he was secretly planning to escape to Britain in a whale-boat with friends. He describes Captain Willke, Nazi commander at Svolvær, as "an arrogant Prussian who complained that the natives stank of fish and maintained that Nazi domination was a blessing to Norway." Now safe in Scotland, Stroemholt is attending an officers' school, hopes soon to be back in Norway fighting the Nazis.

Gunfire in the harbor woke me. I jumped out of bed and ran out with an overcoat over my nightshirt to learn what was happening. I could see nothing because there was a thick mist, but the firing was growing louder every minute. I met a friend who was running up the hill. "What's up?" I asked. "More Germans?"

"I don't know," he said. "They've got warships outside the harbor and some of them are already on land. They're wearing brown uniforms."

I hurried down the road and suddenly ran smack into a big English soldier with a tommy gun. We'd seen British troops around Narvik and I recognized the uniform immediately.

"Where are you going, lad?" he asked, and I noticed he kept a tommy gun pointed at my stomach. I didn't answer but began to ask questions of my own, although I was so excited I couldn't remember many English words.

"Are the English really here?" I asked. "Can I go back to England with you?"

He laughed and dropped his tommy gun into the crook of his arm. "We won't be here long," he said, "and if you want to come with us you'd better hurry down to the quay. There's a Norwegian officer there that'll take care of you. But first you'd better put on some pants. This air's mighty chilly." We both laughed, then I ran back home to dress.

After the invasion last year, I went back to my native town of Bardu, eight miles from Narvik, and later went to Svolvær. I didn't surrender my uniform, but wrapped it in oilcloth and hid it in a cow-stall.

I ran back home and dug it out. In a few minutes I was again hurrying down to the quay. Over and over I heard a tremendous voice shouting in Norwegian: "English are here! We are your friends!" Afterward I learned the voice came from a loud-speaker on the deck of a destroyer. A group of British soldiers were coming up the hill carrying axes, tommy guns and hand grenades. The leader spoke to me in Norwegian and asked the way to the new oil-storage tanks the Germans had just finished building. Explosions were going off all over the islands and a great cloud of black smoke was rising from the main fish-oil factory.

Most of the town's inhabitants were crowded at the quay when I arrived. They were shouting "Hurrah! Our friends are here!" and "Drown the Nazis and Quislings!" I had no trouble finding the Norwegian officer because all the men of Svolvær were crowding around him, loudly asking to be taken to England. Out in the harbor I could see the *Hamburg*. [This 10,000-ton ship was used as floating fish-oil factory by Germans.—ED.] It was afire and practically over on its side. Beyond it were several destroyers. A couple of hundred Germans were on the quay under British guard, most of them from the *Hamburg*. They looked pale and frightened. Groups of Norwegian youths were bringing in other Germans and also our local Quislings who were well known. When the chief of police and the district leader of the Quis-

Lofoten rescue (continued)

ling party were led through, the crowd of people spat on them and shouted unprintable names. The chief of police was trembling and white, but the district leader was arrogant. When he saw the Norwegian officer who had charge of things at the quay, he raised his arm and shouted: "*Heil und sael!* Our hour will come!" "Your hour is past," the people shouted and some wanted to throw him in the icy water.

While I waited for a chance to talk to the Norwegian officer, rapid shooting began in the harbor. A trawler flying the swastika flag had suddenly appeared and had begun to fire at the destroyers. "Resistance at last," said a British soldier on the quay. One of the destroyers fired several shots and pieces of the trawler flew into the air. Within a few seconds it sank.

I finally reached the Norwegian officer and told him I was a sergeant in the Norwegian Army and wanted to go back to England to fight. He said, "Go home and pack your clothes and be here again at 11:30 o'clock. Bring any of your friends who are good fighters and want to go along." His advice wasn't necessary because I didn't have any clothes worth going back for and all my friends were already at the quay.

The British troops were beginning to return from their wrecking expeditions. They were laughing and shouting. Many had pictures of Hitler and Goring that they had found in the German headquarters. One had a swastika flag. As they walked through the crowd they patted old women on the back and said, "Nice day for a sail, lady," or "Want to go home with us, grandpa?" Everyone laughed. The happiest group was a detachment of British and Norwegians who had just come from Kabelvåg where they had demolished a German radio station and captured its entire staff. Before wrecking it they had sent a message to Hitler asking him where his navy was. Another group had captured 17 Nazi airmen who were supervising the construction of a naval air base.

When all landing forces were back, the Norwegians and British flags were planted in the snow and more than 300 Norwegians who had been selected to go to England assembled before their flag. There were fishermen, merchants, sailors, factory workers and mechanics among them. Some were in rubber fishing boots and sweaters, some in skiing costumes and others had put on their best Sunday suits. Eight Norwegian girls also volunteered to go to England. They wanted to become nurses or welfare workers.

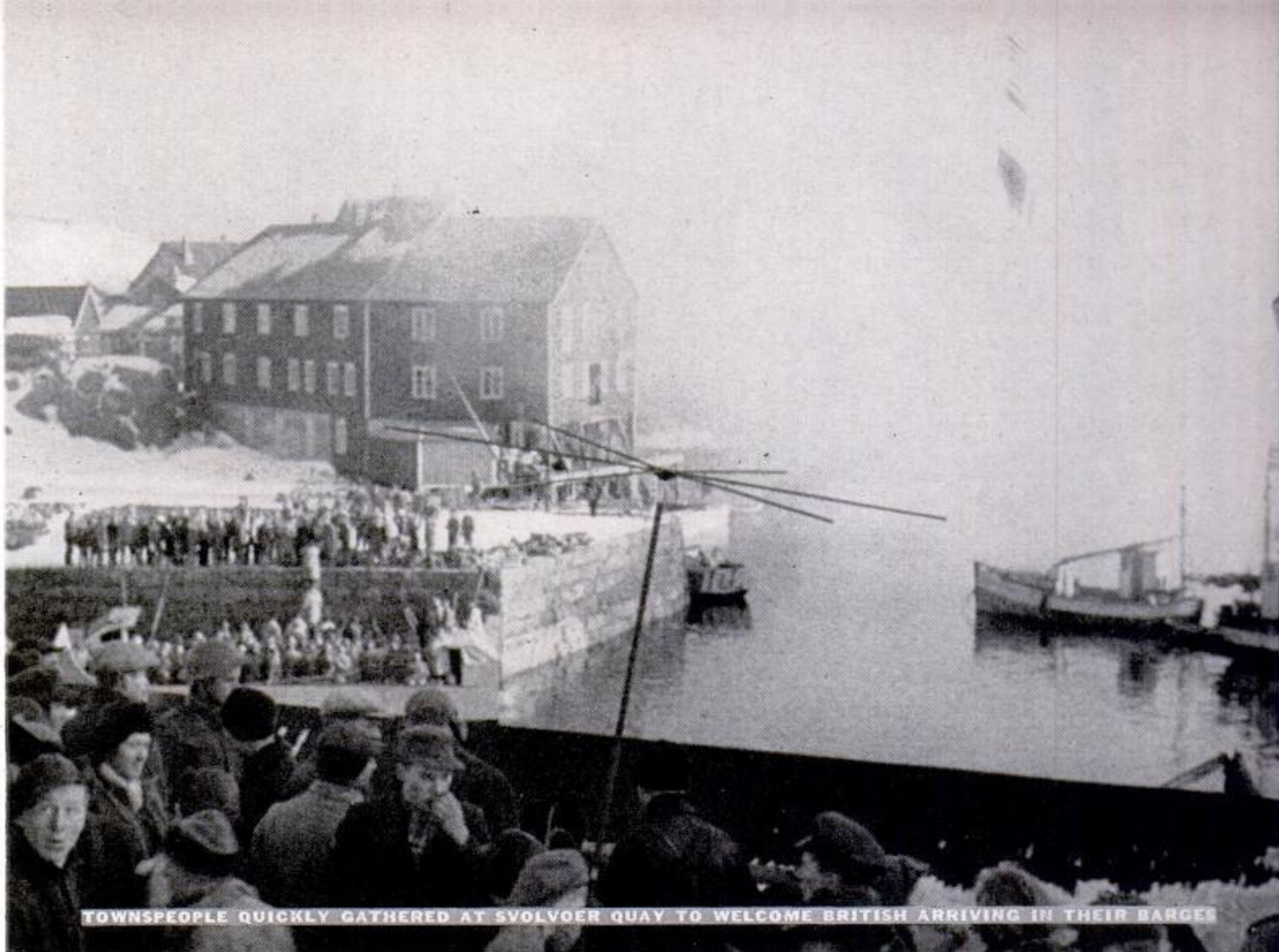
We sang the Norwegian national anthem. Then many of the boys knelt in the snow and their fathers gave them their blessing. The mothers cried but not a single one told her son not to go. We all gave three cheers for our King and then we piled into boats to go out to the destroyers and transport ships. The people of Svolvær stood on the quay and waved handkerchiefs and flags as we left. "Come back soon with enough soldiers to drive out the Nazis," they called. "You'll be welcomed home."

I was taken to the destroyer *Tartar*. It was the first time I had ever been on a warship. It was just 2 o'clock as we set out for Scotland. No Nazi planes or ships had appeared during the seven and a half hours the British were on the islands. The voyage lasted two days. The British sailors sang English seaman songs and taught my comrades to say "Hi yuh, Baby. How's the kid?"

At Thurso, Scotland, we transferred to a large ship anchored there. The British Admiral was on board and I, with two comrades, was presented to him. He asked many questions about the expedition and life on the islands. I told him I wanted to join the British Army and go back to Norway. He patted me on the shoulder and said, "That's the spirit, my boy. It won't be long till we have all Norway."

We came to London on a special train. It was the first time many of us had ever gone to bed on a train. The London station platform was crowded with Norwegians and English who cheered as we left the train.

The next day our King received all of us and we were very proud to know that we could now help him in the fight for freedom.



TOWNSPEOPLE QUICKLY GATHERED AT SVOLVÆR QUAY TO WELCOME BRITISH ARRIVING IN THEIR BARGES



SOLDIER WITH DRAWN REVOLVER COVERS CAPTURED QUISLING MAN (RIGHT) AND HIS SECRETARY (CENTER)



GERMAN PRISONERS WERE LED ABOARD BRITISH SHIP IN SINGLE FILE, WITH THEIR EYES BLINDFOLDED



A uniformed Nazi aviator (*left*) and sailor (*center*) were among 215 German prisoners. One man rescued from Svolvær was the 65-year-old British manager of the main fish oil plant who was seized by Nazis last year and forced to run factory for them.

King Haakon (*right*) in Admiral's uniform welcomed his 323 countrymen in a London hotel when they arrived. Heads of some of the girls who escaped with British are visible at bottom of picture. Some of the men are wearing the sweaters they escaped in.



LIFE ON THE NEWSFRONTS OF THE WORLD

"The determination of America must not be obstructed by unnecessary strikes"—Franklin D. Roosevelt

Banqueting White House correspondents and their guests on March 15 dutifully cheered and applauded President Roosevelt's stirring generalities about "speed and speed now" in defense production. But the loudest, longest, most spontaneous cheer of all went up when the President got specific: "The determination of America . . . must not be obstructed by unnecessary strikes—" (the cheer had swelled unmistakably even before he hurriedly finished his sentence) "—by short-sighted management, or by deliberate sabotage."

Under a great production chief (see the *Close-up of William S. Knudsen*, pp. 106-119), America's defense production is going forward, fast. Mushrooming new defense plants are changing the industrial face of the country (see pp. 66-69), new workers are being swiftly trained by thousands (see pp. 71-74). But the speed is not yet the nation's ultimate, the effort is not yet all-out. Last week 25 defense plants and three Army construction projects lay idle because of strikes. And last week the nation was beginning to realize that the production slow-up caused by these strikes is far greater than indicated by figures on percentages of total work time or of man-days lost.

Best case in point was a strike called by the C. I. O. on March 14 (for a pay raise from 50¢ to 75¢ an hour) at the Harvill Aircraft Diecasting Corp. in Los Angeles. The plant is small, only 425 workers are affected. But eight big airplane manufacturers on the coast depend on Harvill for vital parts. Six of them reported that they would soon have to shut down unless the strike was ended.

Another case was that of the Allis-Chalmers Mfg. Co. in Milwaukee, which on March 22 had been strikebound for seven weeks. Allis-Chalmers is big and important in itself. It has 7,000 workers, \$45,000,000 worth of defense orders. But even its



BABB

products are not finished fighting goods. When the strike began it was making machinery needed for warships, machine tools for shipbuilding, turbogenerators without which the new Hercules powder plant at Radford, Va. (see *Picture of the Week* and pp. 66-67) cannot reach full capacity. Both sides rejected a proposed OPM settlement of the Allis-Chalmers strike, and there was talk that neither was eager to settle. The company's president, Max W. Babb, is a contributor to the isolationist America First Committee. The leader of the striking C. I. O. United Automobile Workers, Harold Christoffel, quit the Socialist Party three years ago after he was marked for expulsion as a Communist fellow traveler. But even in so extreme, stubborn and important a case as Allis-Chalmers, Government leaders were reluctant to exercise their power to take over and run the plant.



CHRISTOFFEL

On March 19 President Roosevelt put forward a new solution to the Labor dilemma. He appointed an eleven-man National Defense Mediation Board (four representatives of management, four of Labor, three of the public) to be chaired by Clarence A. Dykstra, able for-

mer Cincinnati city manager and University of Wisconsin president who has lately been serving as Selective Service Director. The new Board is authorized to step into an industrial quarrel only after the Secretary of Labor has certified that her Department's conciliators have been unable to settle it. The Board will have no power to enforce its decisions, can only attempt to reconcile opposing factions, report its findings of fact to the public.

Battle of the Backyard. When the Something Big happens, it will certainly happen fast, but last week it was still getting ready to happen. Yugoslavia put on a performance of backing and filling that surpassed even the great past exhibits by Hungary, Rumania and Bulgaria. First the Yugoslav Government appeared ready to sign a non-aggression pact with Germany, then it balked at letting German troops pass through Yugoslavia toward Greece, then the Germans put on more pressure. Finally the Germans softened the terms and the Cabinet voted 10-to-3, with five abstentions, to sign. This enraged great masses of the combative Yugoslav peoples who were spoiling for a fight. Three Cabinet ministers resigned. Mass resignations from Government jobs were ordered by the Independent Democratic Party. The Serb Peasant Party called a meeting for the same purpose. War Minister General Peter Pesitch rushed his mobilization and strengthened the Third and Fifth Army Corps on the Bulgar frontier. At the worst, Yugoslavia was gaining time for Britain to land troops in Greece, get more airplanes to Turkey. At the best, a rumor floated across the Balkans that the Yugoslavs might join the United Front staff talks of the Greeks, Turks and British, in preparation for a bang-up "Battle of the Backyard of Europe."



PESITCH

Raiders. The specter of a German battle squadron off the coast of the U. S. became fact last week. First British Ambassador Lord Halifax told the State Department that a German U-boat was headed for U. S. shipping lanes. Then Prime Minister Winston Churchill told U. S. Ambassador John G. Winant and a dinner audience in London that German battle cruisers had already crossed the Atlantic and sunk ships as far west as the 42nd meridian, due south of the tip of Greenland. At week's end the Germans announced that a German battleship squadron, perhaps including the fast battleships *Gneisenau* and *Scharnhorst*, was raising hob in the western Atlantic. Its commander, Admiral Luetjens, claimed he had already got 22 ships, to add to the 1,245 ships of nearly 5,000,000 tons already sunk. To the stiffening alliance between Britain and the U. S., the Nazis replied with the year's heaviest night bombings of London, Bristol and Plymouth ports and with the amazing statement for U. S. consumption: "We will let no one dictate to us as to whether we are actually at war or not."



HALIFAX

Savings for Defense. On March 19, after only seven hours of debate, the House whooped through the President's \$7,000,000,000 lease-lend appropriation by



MORGENTHAU

men and build 3,600 bombers. At week's end prospective defense spending for fiscal 1941 and 1942 stood at a colossal \$32,182,674,015.

Where was the money coming from? Obviously, not all of it can come from taxes. On March 20 Secretary of the Treasury Morgenthau brought a nostalgic twinge to those who remember War I's Thrift Stamps, War Savings Stamps and Liberty Bonds. Beginning May 1, he announced, everybody will get a chance to do it again. This time the ante for savings stamps will be lowered to 10¢ (Thrift Stamps were 25¢). Savers who accumulate enough stamps, or have the cash in hand, can buy an \$18.75 "defense savings bond" which, when it matures in May 1951, will be worth \$25. Only individuals can buy these, and they only up to \$5,000 worth apiece. For corporations, trustees, associations, pension funds, there will be a special issue, bearing 2.53% interest if held to maturity, of which no more than \$50,000 worth can be bought in any calendar year. Interest on both of these will be held by the Treasury and compounded semi-annually. For either individuals or groups who want current income, there will be a third series (\$50,000 limit) on which 2½% interest will be paid in semi-annual installments. All three bonds can be cashed in before maturity, the first at any time, the second and third upon 30 days' notice. With a sales campaign planned to rival the old Liberty Bond hoopla, the Treasury hopes to raise three to four billion dollars.

Squawk of the Week was published in the *Turin Gazzetta del Popolo*: "Aside from buying and selling, the U. S. knows nothing and understands nothing. The only science she has created is that of publicity, which is the science of abusing the credulity and stupidity of others, and that presupposes an atmosphere more credulous and stupid than has ever been known. The only art she has carried to perfection is that of crime. Any one who believes that such a country is called to rule the world is denying all the generations of their fathers who have worked to bring civilization to its present level."

PICTURE OF THE WEEK

In Radford, Va. on March 14, Army and War Department officials dedicated the \$44,000,000 Radford Ordnance Works, newest of America's chain of Government-financed munitions factories to begin production under the national defense program (see pp. 66-67). As a fitting climax to the ceremonies, President C. A. Higgins of the Hercules Powder Co., operators of the plant, slid down one of the chutes with which every building at Radford is equipped for quick exit in case of fire.

The president of the Hercules Powder Co. slides down an emergency exit chute at the opening of his firm's new \$44,000,000 plant at Radford, Va.





GRACE MOORE, JELICOE, TENN. CHOIR GIRL, IS NOW THE STAR OF "LOUISE"



GLADYS SWARTHOUT FROM DEEPWATER, MO. MAKES HANDSOME, WELL-DRESSED CARMEN

SEVEN GLAMOR GIRLS AND A CLOWN WIND UP SUCCESSFUL OPERA SEASON

BRAZILIAN BIDU SAYÃO IS ONLY SOUTH AMERICAN SOPRANO IN THE METROPOLITAN

On Saturday night, March 22, the heavy golden curtain of the Metropolitan Opera House in New York City came happily down on the company's 58th regular season. Starting out bravely but fearfully last December, handicapped by the inability of some of its stars to get out of Europe, the old Met plowed ahead to one of its best recent seasons. Despite fewer than average performances, total attendance was better than it has been in years. The season over, the Met packed up its

SCOTTISH MURIEL DICKSON STARRED IN D'OYLY CARTE GILBERT & SULLIVAN TROUPE





CANADIAN-BORN JEAN DICKENSON IS 25, THE YOUNGEST SOPRANO AT THE METROPOLITAN



NEXT TO FLAGSTAD, LOVELY JARMILA NOVOTNA IS MET'S BUSIEST SOPRANO

sets and its singers for a five-week tour which will take them as far as Dallas.

The season's good showing was due to some superb performances of *Fidelio* and *Don Giovanni*, to fine revivals of forgotten Donizetti light operas and to generally good management. But much of the credit goes to the growing group of glamor girls who have done so much to improve the appearance of the company. Here are seven of the Met's glamor girls, four of them American, plus the season's best

box-office find, the basso clown, Salvatore Baccaloni, the funniest man to appear at the Met in a quarter-century.

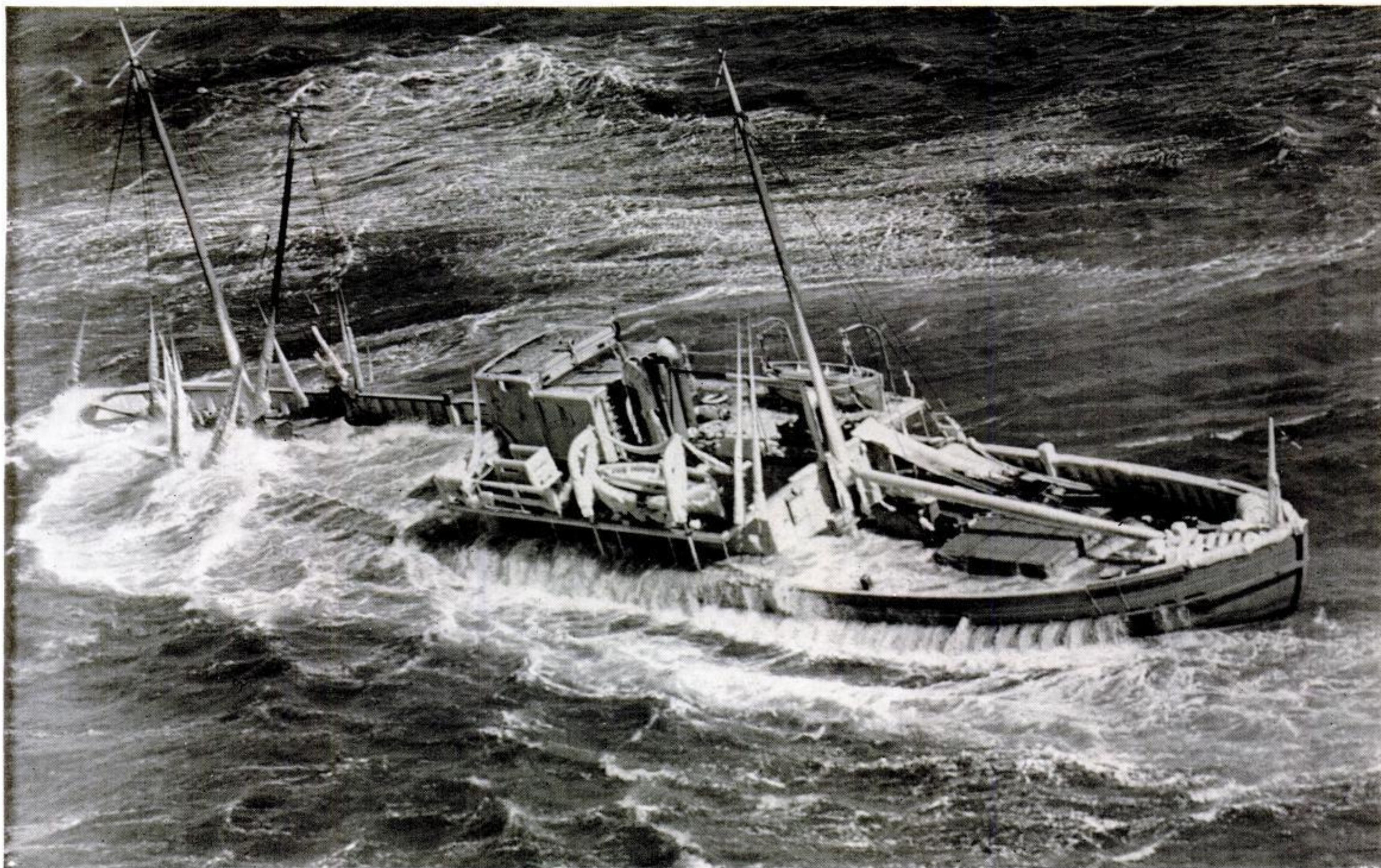
The Met opened its eyes and arms to sex appeal a few years ago and has discovered now that it works. Opera-lovers find it pleasant to hear good voices and see pretty women at one and the same time. This season three pretty warblers, Novotna, Stevens and Sayão—came into their own as first-line Metropolitan artists.

NEW YORK'S RISE STEVENS IS RARE SINGER WHO CAN WEAR SCANTY DELILAH DRESS



BASSO SALVATORE BACCALONI IS SO FUNNY THAT MOVIES HAVE SIGNED HIM UP





In the Atlantic off Fire Island, N.Y., the Nova Scotian freighter *Student Prince II*, bound for Halifax with a cargo of coal,

ran aground on a sandbar and began to break up. Coastguardsmen pushed through perilous seas to rescue its crew and captain,

John S. Smith, who was devastated by the loss of his first ship in 60 years at sea, and 535 tons of coal for Great Britain.



In North Dakota, Farmer Frank Myers, 73-year-old bachelor, lighted a lantern and set out for his barn in the blizzard to

see if his two horses were safe. Somewhere between house and stable Myers lost his way and wandered into the open prairie

where fatigue overcame him and he collapsed. He was found beside a haystack in which he had tried to hollow a shelter.



In Chicago zero weather hampered firemen fighting a \$500,000 blaze in a warehouse storing Army cloth. Water froze as it left the hose and sheeted these parked trucks with ice.

WANING WINTER FLICKS ITS TAIL, SENDS FINAL COLD WAVE OVER NORTHERN U. S.

Five days before the vernal equinox, fierce winds swept down out of Canada, lashed the Great Lakes into white turbulence and brought blizzards and death to all the Northern States between Dakota and the sea. In Minnesota roofs were torn from houses by 60-m.p.h. gales. Sudden savage gusts made both walking and modesty difficult for many Minneapolis pedestrians like the girl at right. In North Dakota motorists froze to death when they left stranded cars and tried to find refuge in a wilderness of snow and cold. Up and down the Atlantic seaboard, fishing boats and small coastal vessels put into port armored with tons of ice. In upstate New York, schools were closed, windows blown in, roads blocked by snow.

Meteorologists explained this last flick of winter's tail as an abrupt concurrence of masses of polar air moving down from the northwest, with low-pressure storm areas centering over the Great Lakes. When they met, cold winds virtually exploded into warmer regions to the south.



In the Red River Valley searchers probed drifts for the bodies of farmers and motorists who froze to death seeking shelter in the storm. Forty-five died at Grand Forks, N. Dak.





Police Judge John R. Jenkins of the District of Columbia holds a team of Bagdad houris in fond juridical custody.

His uniform indicates that he is a member of the Arab Patrol, assigned to attend the Potentate at all official func-

tions. The Bagdadesses nestling comfortably in the curve of his scimitar are Doris Day and Bunny Knapp, dancers.



Leaving Almas Temple in the full regalia of his office, 1941 Potentate Earl W. Shinn strides into Washington's K Street and heads for Mayflower. With him is Recorder Larry Walker.



Illustrious Potentate Earl W. Shinn, of Almas Temple, and his guest, **Illustrious Potentate Rennie Arnold** of Akka Temple, Richmond, Va., have words with a houri at the head table.

SHRINERS TURN WASHINGTON INTO BAGDAD FOR A NIGHT

In Washington's famed Mayflower Hotel, scene of innumerable stately banquets and balls, things happened on the night of March 16 that had nothing to do with politics, precedence or protocol. Government officials were present, but they made no speeches. It was not their night. It was "A Night in Bagdad," annual Potentate's Party of the Almas Temple of the Ancient Arabic Order of the Nobles of the Mystic Shrine. Of the 700 Shriners who disported themselves in the Mayflower's hallowed corridors, virtually all were native Washingtonians, citizens without a city of their own, aborigines engulfed in the multitudinous and unquiet national capital.

On this one night Washington ceased to be Wash-

ington, and members of the Almas Temple took their fraternal place beside thousands of other U. S. Shriners in the fantasy associated with their order. Pipes and percussion instruments sent oriental melodies throbbing through the Mayflower's marmoreal halls. Sinuous young girls, veiled and unveiled, skittered from lap to lap. Fire-eaters performed. Wreaths of incense hung in the heady air. Sometime during the evening Almas Temple's 1941 Potentate Earl W. Shinn, lawyer and partner of Patrick Hurley, was inducted into office. But no one paid much attention to ritual. Bagdad's night was ending when, bewitched, befuzzed and a little bewildered, the nobles of Almas Temple returned to the dreary occidental world.



POTENTATE SHINN SETS OUT FOR HIS NIGHT IN BAGDAD



Prim and unperturbed, Kitty responds to ribald remarks of spellbound Shriners. Other houris perched in other balconies. Later in evening they descended for closer communication.



Fan dancers flip their feathers in mid-dinner floor show. Formal entertainment lasted 3½ hours. The Shriners raided Washington's night-club and burlesque-house choruses for talent.



WRECKED CARS OF THE BUCKEYE SPRAWL ON THE BANKS OF THE OHIO RIVER, LIT REDLY BY THE GREAT GLOWING CONVERTERS OF THE JONES & LAUGHLIN STEEL CORP.

FIVE ARE KILLED & 114 HURT AS SABOTEURS WRECK CRACK EXPRESS OUTSIDE PITTSBURGH

Snow fell thickly over the outskirts of Pittsburgh, over the furnace-bright Ohio River valley, and over the Pennsylvania Railroad's main line west of Pittsburgh on the evening of March 16. At 8:57 p.m. the fast Manhattan Limited sped eastward along the riverbank near Baden, Pa. Precisely what happened in the next 18 minutes may never be known. But at 9:15 the Buckeye (Cleveland-Pittsburgh) express, roaring down the same stretch of track, suddenly leapt from the rails and strewed its cars along the icy shore in howling heaps of agony and steel.

Of 122 passengers and trainmen, only three escaped. Five were killed, 114 injured in varying degree. Within a few hours investigators declared incontrovertibly that saboteurs had wrecked the Buckeye (*see below, left*). Before the week ended, wrecks on other railroad lines in Ohio and South Carolina took six more lives, injured 201. But for these negligence, not sabotage, was to blame. Those who wrecked the Buckeye, it was suggested, might actually have been after the Manhattan Limited on which 44 Soviet engineers were riding en route to Washington.



Sabotage is indicated by removal of rail on edge of embankment. The wreckers had neatly withdrawn spikes and splice plates. Signal wires, carefully left intact, were cut by car wheels.



Injured passenger, face swollen and bloodied, is helped from wrecked coach. Two of dead were passengers, three were railroad employees. The engineer was crushed beneath avalanche of coal.

Is there something *new* in soups?

MILLIONS OF PEOPLE ARE SAYING:

"Yes, it's this fine CHICKEN GUMBO of old New Orleans... a different chicken soup!"

One thing is sure: People do like chicken! And when they discover an excitingly different kind of chicken soup, it just naturally becomes "news" overnight. That's what has happened to Campbell's Chicken Gumbo.

Straight from old New Orleans kitchens of a hundred years ago comes the recipe for this delightful chicken soup — simply adapted by Campbell's to modern tastes. Into a pure chicken stock simmered from fine chicken go such tempting things as delicate green okra, luscious, red-ripe tomatoes, fluffy white rice, and pieces of tender chicken — all appetizingly seasoned with savory herbs ... That's Campbell's Chicken Gumbo.

Have you tried this deliciously different chicken soup that's making "news" all over America? Have Campbell's Chicken Gumbo once, and see if this soup doesn't quickly become a great favorite at your house, too. We believe it will.

Campbell's CHICKEN GUMBO

LOOK FOR THE
RED-AND-WHITE
LABEL



IT AMAZED EVEN US, how folks have taken to Campbell's Chicken Gumbo! We haven't told many people about this fine soup. Yet women are discovering it, liking it, telling friends about it. Today, Campbell's Chicken Gumbo is on its way to becoming one of the largest-selling soups in America! Have you tried it yet?

Have you ever had a flying fish dinner?



1. The reason we call this a flying fish dinner is not because the fish has wings. *He* never flew. Just swam. We call it a f.f.d. because *you* can fly through preparation of it in 20 minutes flat. That's *something* when you consider you're having fish, peas, and peaches—the *freshest-tastingest* you ever ate. (P.S. Almost the *economicalesst*, too!)



2. The fish part of this Lenten feast consists of flaky, boneless fillets of immortal flounder. It tastes as ocean-fresh as if you'd fried it on the fishing smack. For, 4 hours after the schooner docks, *your* Birds Eye flounder is cleaned and *Quick-Frozen* to capture Atlantic freshness!



3. The peas—also Birds Eye and *immediately* quick-frozen—are as fresh-tasting as if you picked them off the vine! They're plump hussies—and they arrive shelled, ready-to-cook. And you'll save money—one box of Birds Eye equals two pounds of market peas!



4. And the Birds Eye peaches—well, they're *orchard-fresh*, picked at peak of flavor—all their summer goodness *Quick-Frozen in!* Try this Lenten combination, and you'll find there's practically nothing to equal a Birds Eye dinner for economy, convenience, and goodness!



Lenten Dinner SPECIAL!

THIS WEEK...MARCH 31 TO APRIL 5

Birds Eye Flounder Fillets
Birds Eye Peas
Birds Eye Sliced Peaches

Try these other grand Birds Eye Foods:

Asparagus Tips and Cuts
Green and Wax Beans • Scallops
Chopped Steak • Lima Beans

MAKE NO MISTAKE! All quick-frozen foods are not Birds Eye! So, to avert possible disappointment, ask for Birds Eye Foods by name! Look for the *Birds Eye* name on the package, too . . . it guarantees all 60 Birds Eye items as *first quality* quick-frozen foods. They must satisfy, or your money back! For further information, write . . . Frosted Foods Sales Corp., 250 Park Ave., New York, N. Y.





AFTER BEING REPORTED SUNK BY GERMAN SUBMARINES, THE 8,000-TON BRITISH FREIGHTER "EMPIRE ATTENDANT" ENTERS NEW YORK HARBOR. PLANE IS U. S. COAST GUARD'S

BRITISH FREIGHTER LIMPS INTO NEW YORK AFTER BIG U-BOAT ATTACK ON CONVOY

The score of sunken ships in the Battle of the Atlantic is kept on the bottom of the ocean. There, according to a story told last week in New York by a Dutch sea captain, went the British freighter *Empire Attendant*, when a German "wolf pack" of submarines attacked a westbound British convoy of 38 ships in the North Atlantic west of Ireland at dawn on March 7. The Dutch captain, whose vessel was a member of the convoy, reported that the German submarines in two attacks probably sank five ships before the convoy scattered in all directions in the mist.

Two days later the *Empire Attendant*, looking bruised and battered, limped into New York harbor on one engine and had her picture taken from the air, against a backdrop of the Statue of Liberty, the Jersey shoreline and Newark in the far distance. Riding high and empty, she carried two guns on her poop deck and the submarine shelling had blown away her stern mast. Just what adventures she had had and how she escaped U-boats to make her way to New York instead of Halifax, British officials did all they could to suppress by imposing censorship on her crew of 65.

Setting the fashion



Blackie:
"Everybody's looking at us, Whitey"

Whitey: "Naturally, Blackie—we're setting the fashion"

● It takes individuality to set a fashion. That's why Black & White is the order of the day. For this great Scotch has character—distinguished by magnificent flavor and rare bouquet. So if you want complete satisfaction in Scotch—follow the fashion—ask for Black & White.



EIGHT
YEARS OLD

"BLACK & WHITE"

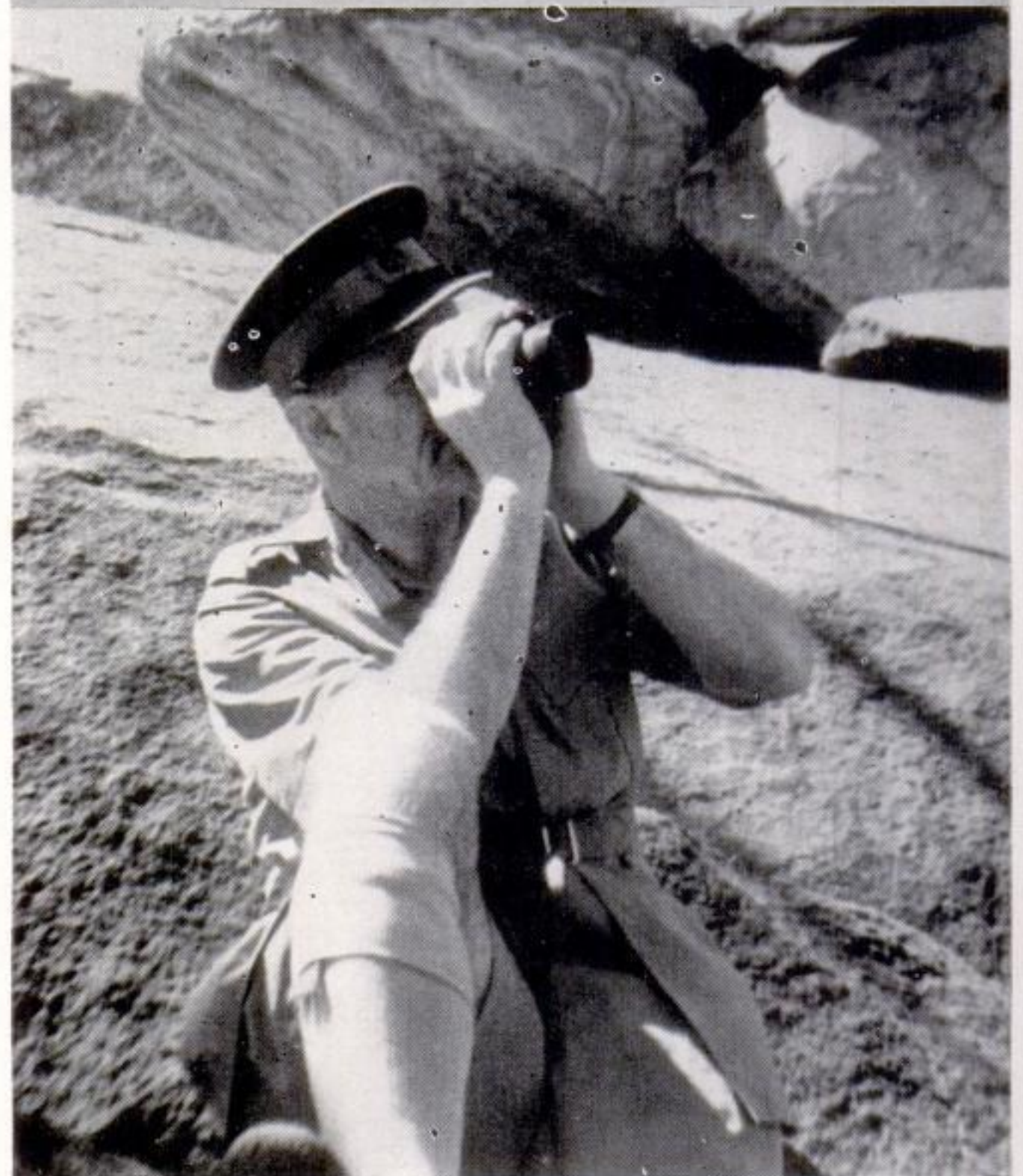
The Scotch with Character

BLENDED SCOTCH WHISKY • 86.8 PROOF

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PEOPLE

Cameras of the press, throughout the world, last week put these people in the news



General Sir Archibald Wavell, Commander in Chief of the British forces in the Middle East, sat on a rock in Eritrea and turned his high-powered monocular toward Cheran where his army surrounded the discouraged Italians last week. General Wavell lost his left eye in France in the last World War, often wears a monocle in his right.



Captain Eddie Rickenbacker, president of Eastern Air Lines, signaled "thumbs up" from his bed in an Atlanta hospital, where he is nursing four fractured ribs and a broken left hip received in the crash of an Eastern Air Lines plane near Atlanta on Feb. 27. His only explanation for the crash is that "we were just too low."

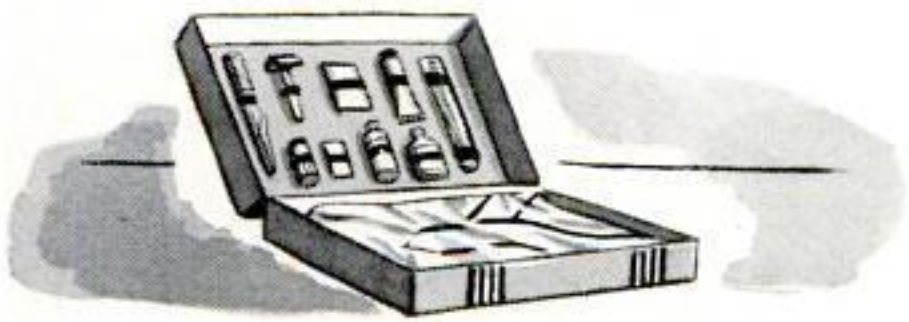
CONTINUED ON PAGE 50

ARE YOU allergic?...tired?...forgetful?...OR JUST unlucky?



EVEN IF YOU'RE ALL of these things, we'll make you comfortable at a Statler Hotel! In fact . . .

It's almost like having Aladdin's lamp in your room at a Statler—the way a simple request from you will produce unusual items of service to meet your unusual needs—and at no extra charge. Just look at 'em! . . .



AN OVERNIGHT KIT—containing pajamas and all necessary toilet articles for either men or women.



PAPER SHOE BAGS—to prevent your extra pair of shoes from soiling your clothing when you pack your luggage.



A SPECIAL PILLOW—in case you are allergic to the luxurious goose feathers-and-down used in regular Statler pillows.



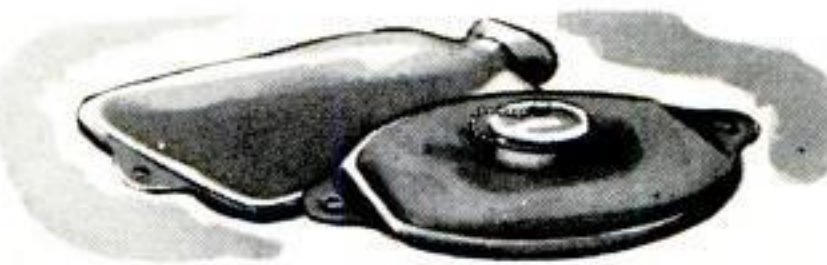
A FACE CLOTH—so that you needn't bring your own and then have to pack it while still damp.



AN ELECTRIC IRON—and a small ironing board. What a convenience for our women guests when there's a pesky wrinkle to iron out!



AN ELECTRIC FAN—when the weather gets muggy and torrid. (You won't need one at the St. Louis Statler, which is 100% air-conditioned in summer; nor at Hotel Pennsylvania, New York, if you take one of the many air-conditioned rooms available.)



A HOT WATER BAG—or an ice bag—in case you get an ache or a pain.



A SHOWER CAP—much appreciated by our women guests. Also, an individual box of soap flakes, for stockings and lingerie.



A TYPEWRITER—to help you write up those notes, reports, and letters in your room.

Remember, these special services are available to Statler guests at no extra charge over the moderate room rates noted below!

As a matter of fact, they are but a few examples of the extra comfort and pleasure we've provided at each of the Statler Hotels. In the last few years alone, *over five million dollars* have been spent to make Statler Hotels even finer than ever. That's why, in a recent travel survey, the hotel preferences of the thousands of people interviewed totaled up to this fact . . .



STATLER OPERATED

HOTEL PENNSYLVANIA \$3.50
NEW YORK

HOTEL WILLIAM PENN \$3.50
PITTSBURGH

NOTHING OLD-FASHIONED
BUT THE HOSPITALITY.

Statler Hotels

HOTELS STATLER IN
BOSTON \$3.50 BUFFALO \$3.00
CLEVELAND \$3.00
DETROIT \$3.00 ST. LOUIS \$2.50
WASHINGTON, D. C.
(New Building)



YES!... BOULDER DAM PROVES THAT A RUUD WATER HEATER'S TANK OF MONEL WILL GIVE YOU LIFETIME FREEDOM FROM THE RUST THAT "DIRTIES" HOT WATER AND CAUSES LEAKS!



Madam, if you want your hot water tank to stay free of rust and rust leaks—take a tip from the engineers who built Boulder Dam.

They had to lick rust, too—had to engineer it out, in a "water tank" 115 miles long—built to last at least 200 years. And they did it with MONEL—with giant valves of this gleaming metal that won't weaken because of rust or corrosion.

Yes, Madam, there's proof in this famous dam that the MONEL Tank of a Ruud Automatic Water Heater will never rust or "dirty" your beauty bath... never cause rust stains or rust out and have to be replaced!

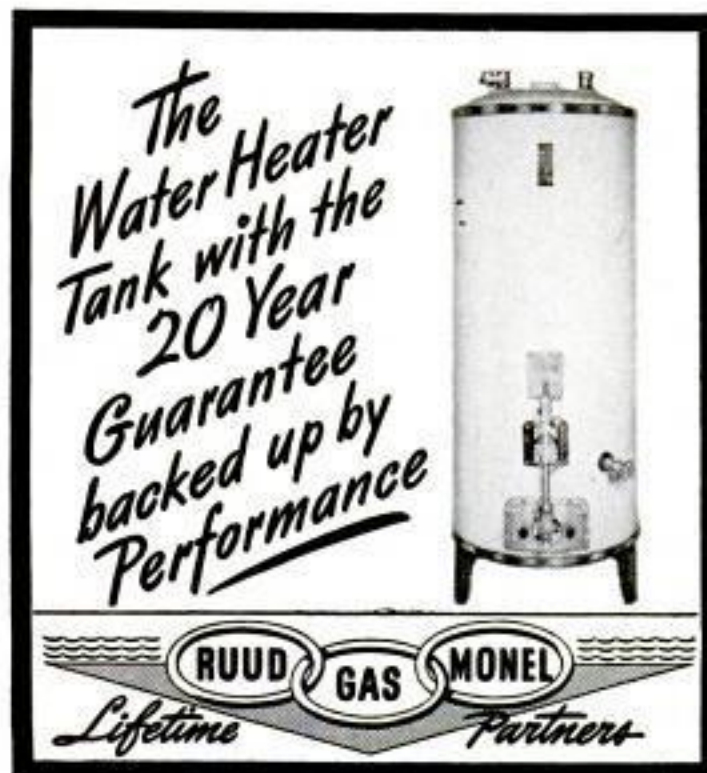
Actions speak louder than words: Get more than a guarantee on your next water heater tank—get *proof*. Remember that Ruud's Tank of MONEL is not only guaranteed for 20 years against leaks or failure due to rust—but backed up by actual performance that proves it will last a *lifetime*!

You'll be pleasantly surprised to find that a Ruud Gas Water Heater costs less today with a MONEL Tank than it did 10 years ago without one!

Be smart, Madam—ask your gas company, plumber or dealer in bottled or tank gas (butane or propane) about RUUD—the

Automatic GAS Water Heater buy with the Lifetime MONEL Tank.

Builders! Get details of Ruud's new "400" Series for small, low-cost homes. Write Ruud Manufacturing Company, Pittsburgh, Pa.



MONEL

... the metal that needs no guarantee!

THE INTERNATIONAL NICKEL COMPANY, INC.

73 Wall St.

New York, N. Y.



Dorothy Sarnoff of New York nervously chews handkerchief. Finalist in radio's "Metropolitan Opera Auditions" contest, she waits for judges to pick winners.



Mona Paulee of Edmonton, Canada, almost weeps with anxiety as she waits with other finalists shown here. Winners get contracts with Metropolitan Opera.



Lansing Hatfield of Franklin, Va. makes a little chain of paper clips to distract himself. Seven finalists sat in one room while five judges conferred in another.



John Tyers of San Diego, Calif. reads review of book on dinosaurs. Six girls and two boys reached the finals after competition sponsored by Sherwin-Williams.



Marjorie Phelps of Cleveland mutters she doesn't give a hoot who wins. After agonizing wait, finalists learned judges couldn't decide, went off still in doubt.



Christina Carol of Cleveland, Ohio, just brooded. Few days later, judges made up their minds, picked Miss Paulee, Mr. Hatfield and Mary Van Kirk as winners.

CONTINUED ON PAGE 52

New Dodge Gets the "Play" at Spring Training Camp

BEATING the gun on spring-time and first robins, Dodge joins the perennial pilgrimage to the Southland, where major league baseball players are tuning up for the big season ahead.

Here where outstanding ability gets quick rewards, the new 1941 Dodge Luxury Liner is a big favorite. It's almost magical the way this great Luxury Liner is making friends. Not alone for its dashing

Prices subject to change without notice!

good looks...not alone for its big-car roominess and comfort...but for all the good things the name Dodge has always stood for...dependability, economy and the low-cost upkeep proved by nearly four million owners through the years.

And because Dodge steadfastly holds to leadership in value-giving, this magnificent new Luxury Liner is still priced only slightly above smaller, low-priced cars.



HANK GREENBERG UNPACKS HUGE DODGE TRUNK... Out come bags of uniforms, gloves, bats, shoes in such profusion you'll wonder how even this spacious Dodge luggage compartment could hold them all! And for your safety and convenience, the new lid is "spring-balanced" so it raises or lowers with just a touch of the finger...and it stays in place *safely*.



ROOM FOR A KNITTING "BEE"...The big, luxurious Dodge rear compartment, with its deep pillow-type cushions, provides plenty of room for these attractive knitting enthusiasts. And the many expensive-car appointments are "extras" Dodge gives you at no extra cost.



POWER LOOKS AT POWER...In fact, these "power" hitters are getting a glimpse of a new *kind* of might. For in the 1941 Dodge, Fluid Drive* and Patented Floating Power Engine Mountings are teamed up to give unbelievable smoothness and ease of handling.



SAVES MONEY 3 WAYS...The big, new 1941 Luxury Liner is the greatest of a long line of Dodge cars, world-famous for saving money in three vital ways...in first cost, in low upkeep, and in *higher* resale value at trade-in time.



LUXURY AND BIGNESS AT LOW COST...Ambitious "rookies" join Hank Greenberg in admiring the handsome 1941 Luxury Liner. It abounds in the rich luxury touches...the big-car roominess and comfort that make the Dodge low price a never-ending source of wonderment. And, of course, Dodge is the lowest-priced car in the world with Fluid Drive*.



Enjoy the Triple Thrill of Fluid Drive*

- 1. Shift or Not, As You Like!** Nothing new to learn. Simply less to do. Greater comfort—added safety.
- 2. Great in Traffic!** You start and stop as smoothly as with electric power. No jerk or jar. And when you want fast getaway, a flick of your finger into the getaway gear gives you a burst of speed.
- 3. The Smoothness of Oil!** Power from the engine is transmitted to rear wheels through a shock-absorbing cushion of oil. Combined with Floating Power, Dodge Fluid Drive* gives unbelievable smoothness, ease of handling, longer car-life and this means famous Dodge economy.

Tune in Major Bowes, CBS, Thursdays, 9 to 10 P. M., E. S. T.

Luxury Liner DeLuxe Coupe	\$825 [†] and up	Luxury Liner DeLuxe 6-Pass. Sedan	\$880 [†] and up
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[†]These are Detroit delivered prices and include all Federal taxes, all standard equipment. Transportation, state and local taxes (if any), extra. Front directional signals and bumper guards at slight extra cost. See your Dodge dealer for budget terms.

*Fluid Drive Optional At Slight Extra Cost

1941 Dodge Luxury Liner DeLuxe 6-passenger Sedan, \$880[†]. Front directional signals and bumper guards at slight extra cost.

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Timed for Spring **Vanity Fair** CONTROLLABLES



Timed to give you a lithe, young figure to meet the new Spring. These Controllables are cool, comfortable and beautiful, yet they mould your body to perfection. Pantie of lastex mesh; semi-pantie with rayon satin lastex panels. At better stores . . . \$2.95 each.



VANITY FAIR SILK MILLS • Reading, Pa.



Sadrudin, second son of the Aga Khan, towed his French mother through the snow at Gstad, Switzerland last fortnight while they waited for the Khan to return from the French Riviera. Now 8 years old, Sadrudin has skied and played at Gstad since he was 4. In 1945 his 275-lb. father's salary will equal his weight in diamonds.



Marcia Ann Howard, 3-year-old native of Long Island, was taken in tow by the authorities at Miami Beach on March 18 when investigations disclosed that she was violating the beach's moral codes. Here she is shown as she was dragged off to the lockup by Life Guard Bill Bullock, charged with discarding her swim suit in public.

This once — let your Secretary be the Boss

THERE COMES A TIME in the career of every capable young secretary—when her employer should step aside and let *her* make the decision.

That time is "new-typewriter" time. For, if there's *one* subject on which your secretary should be better informed than

you, Mr. Employer... it is: Which make of typewriter suits her style of typing best?

So—let your secretary decide. You'll prove yourself both a wise and considerate boss. And thereby gain in loyalty and respect from a secretary who will do *better* work *faster* on the machine of her choice.



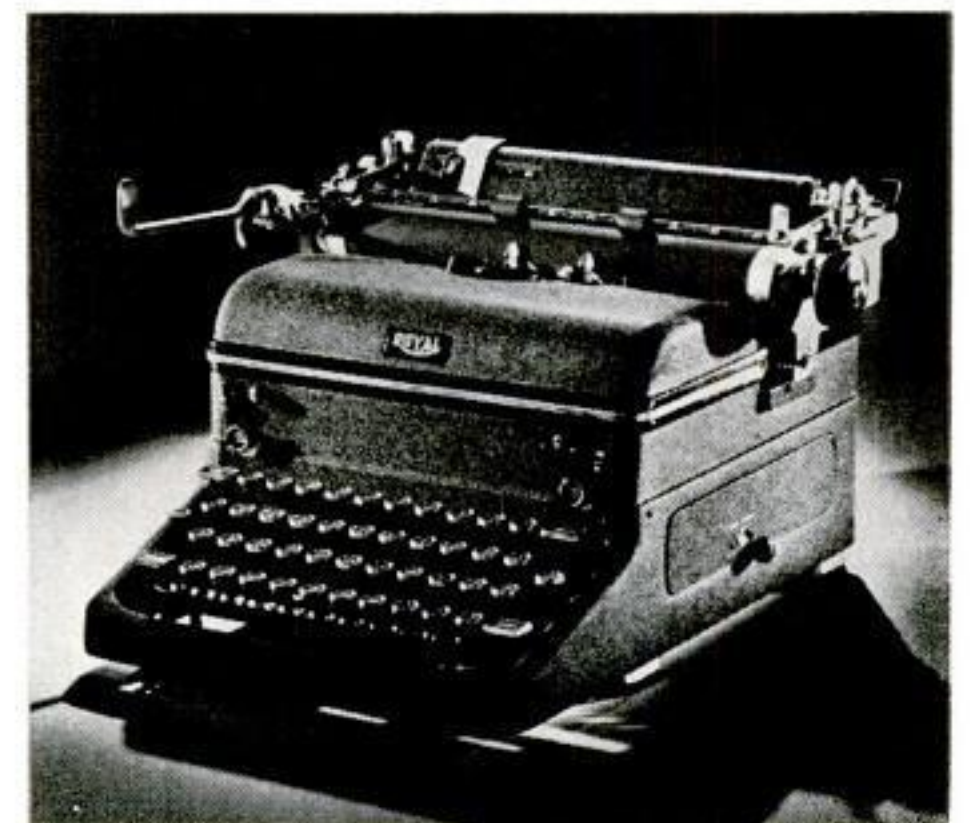
Why don't we say—"Give her a Royal"? Because we're so confident of its superiority that we'll take our chances she'll pick this, the leading machine!

For instance. If it's speed she's after, she'll probably choose a Royal. (Royal holds the world's all-time speed record.) And if it's durability she seeks, the answer's the same. (The Royal is preferred in over 20,000 classrooms, the typewriter's sternest proving-ground!)

Too, typing is less effort on a Royal. No other make has MAGIC* Margin, with which she can change margins instantly and automatically. A twirl of Royal's exclusive Touch Control* dial adjusts key pressure exactly to her particular touch. Less finger tension.

Less eyestrain, too—thanks to Royal's "no-glare" finish. And because striking type-bars flash *unseen*. And because the carriage doesn't clatter and pop up when the shift key is struck.

Let your secretary be an "executive"—this once. It costs you nothing. And it will gain you much. Just call your local Royal representative for a free "desk test." A new Royal will be left in your office on trial. Let your secretary find out for herself that a Royal means *better* work *faster*, and ... more typewriter for your money!



ROYAL

WORLD'S NUMBER 1

TYPEWRITER

*Trade-marks Reg. U. S. Pat. Off. Copyright 1941, Royal Typewriter Co., Inc.

LONGINES
*the most honored watch
in Sport*



MISS ALICE MARBLE, world queen of women's tennis winning her third straight national title at Forest Hills, N. Y., in 1940. The match and all penalties were timed by Longines, official watch for the U. S. Lawn Tennis Association, one of 104 national sports and contest associations for which Longines is official watch.
Miss Marble's personal watch is a Longines "Americana"

Longines

THE WORLD'S MOST HONORED WATCH

For seventy-five years Longines has been making ever finer watches; watches that year after year received new honors for accuracy, dependability and elegance. Longines Watches have been honored by 10 world's fair grand prizes, 28 gold medals and have won more honors for accuracy than any other watch.

The seventy-fifth anniversary Longines Watches surpass in charm, style and technical distinction. Longines jewelers will show them proudly; Longines Watches priced from \$40, also Wittnauer Watches from \$24.75; products of—

LONGINES-WITTAUER WATCH CO., INC.
580 FIFTH AVENUE NEW YORK, N. Y.
Montreal, Canada

LONGINES
75th Anniversary Watches

GOLD MEDAL SERIES
EACH WATCH \$52.50



Another Jean Harlow is what Producer Roach hopes to get from Marjorie Woodworth, once California university drum majorette.



The real Jean Harlow, whose death in 1937 left an unfilled gap in the roster of motion-picture idols, had more poise than Marjorie.

MARJORIE WOODWORTH IS GROOMED TO FILL HARLOW'S SHOES

Ever since Jean Harlow of the platinum blonde hair and the lissome form died in 1937, the movies have been seeking a successor to the girl who, for seven years, was the foremost U. S. embodiment of sex appeal. Now in California-born Marjorie Woodworth one producer, at least, thinks he has found her.

Jean was a Kansas City dentist's daughter. Marjorie is

the daughter of Inglewood, Calif.'s city attorney. Both stepped into lead roles at the age of 19: Jean in Howard Hughes' memorable *Hell's Angels* (1930) and Marjorie in Hal Roach's forthcoming *Broadway Limited*. Marjorie is slightly taller and heavier than Jean (5 ft. 5 in., 118 lb., as against 5 ft. 2 in., 110 lb.) but her figure is similar, her hair nearly as blonde and she is just as fond of swimming.



A ROUGH SURF AND COLD WINTER WATER MAKE MARJORIE WOODWORTH WINCE WHEN SHE GOES SWIMMING AT MALIBU BEACH

CONTINUED ON PAGE 57

SEEN IN THE BEST PLACES!

THEY CATCH THE EYE at country clubs and smartest resorts—these beautiful Plymouth "Sportsmen"! They're a new high in smartness...yet low-priced!

You'll be thrilled with Plymouth's new High-Torque Performance and new power-gearing. You shift gears less! And you enjoy the luxurious roominess and riding comfort of a 117-inch wheelbase!

In the new Convertible Coupe, you get red leather seat cushions, white sidewall tires and the famous power-operated top—all standard equipment. PLYMOUTH DIVISION OF CHRYSLER CORPORATION.



PLYMOUTH'S NEW SPECIAL DE LUXE 4-PASSENGER COUPE (below)—a low-priced car of great distinction—is surprisingly roomy. Auxiliary seats can be conveniently folded out of the way. You have a huge luggage compartment in the rear deck. And you get the smart fittings and appointments you might expect to find only in a high-priced car!

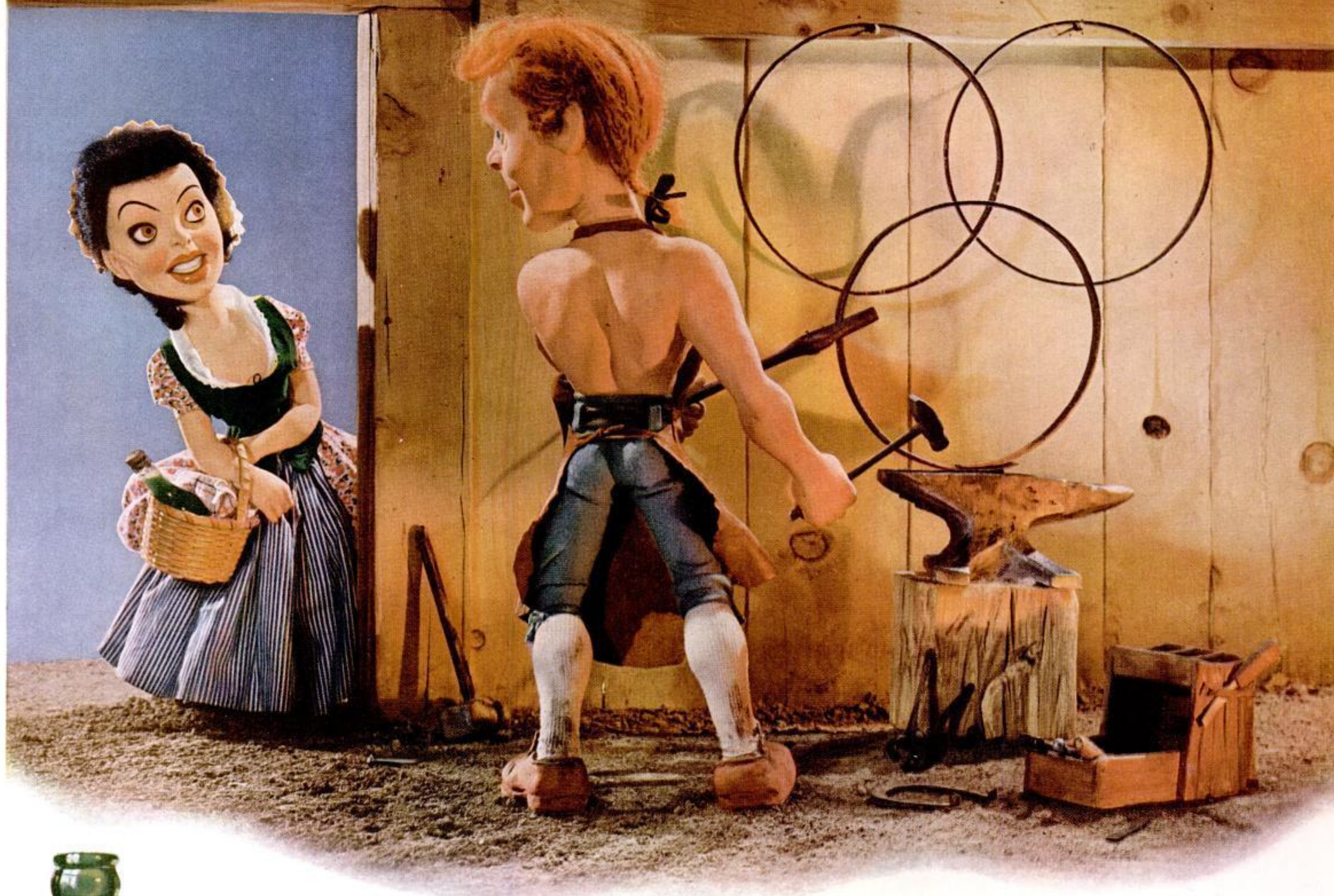
THE HANDSOME, ARISTOCRATIC NEW PLYMOUTH STATION WAGON (below) is one of America's most popular town and country cars. Built on the Special De Luxe Plymouth chassis, it offers remarkable roominess, riding smoothness, and handling ease. It is available in natural finish or 2-tone body. Auxiliary seats are quickly removable and interchangeable.



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BUILDS
GREAT CARS



Early American Interlude



Ale so *light* it has replaced beer
as the favorite drink of millions



EARLY America... modern America... it's an enjoyable interlude, indeed, when a man can stop what he's doing to enjoy a bottle of Ballantine Ale.

(1st) Because it's so *light* and (2nd) because it has a *flavor* found in no other brew—a flavor coming from ale yeasts at their finest.

Today, be especially good to yourself. Instead of beer, drink a bottle of Ballantine Ale. It's an experience you'll want to repeat—often.

Look for the famous trademark—the 3 RINGS standing for PURITY, BODY and FLAVOR. Sold coast to coast. Costs no more than the better beers.

BALLANTINE  ALE
America's largest selling Ale

P. Ballantine & Sons, Newark, N. J.



Marjorie Woodworth (continued)



MARJORIE ON THE HAL ROACH LOT



JEAN HARLOW ON M-G-M LOT IN 1937



Harlow pose is taken by Marjorie. LIFE Photographer Peter Stackpole first discovered Marjorie skating at Lake Arrowhead (LIFE, Dec. 25, 1939). Roach hired her.



In fine feathers Jean Harlow was screen's outstanding glamor girl between 1930 and her untimely death. This is from *China Seas* with Clark Gable, a 1935 melodrama.

A lifetime of shaving pleasure in ONE blade!



NOW you can solve your shaving problems once and for all—by investing in a British-made Rolls Razor. Its ONE blade is superb Sheffield steel, hollow-ground and hand-forged. Conveniently stropped and honed in its own case, it holds first-day sharpness year after year. This finer safety razor is a "natural" for men in the Service—no electrical outlets—blade buying ended forever!

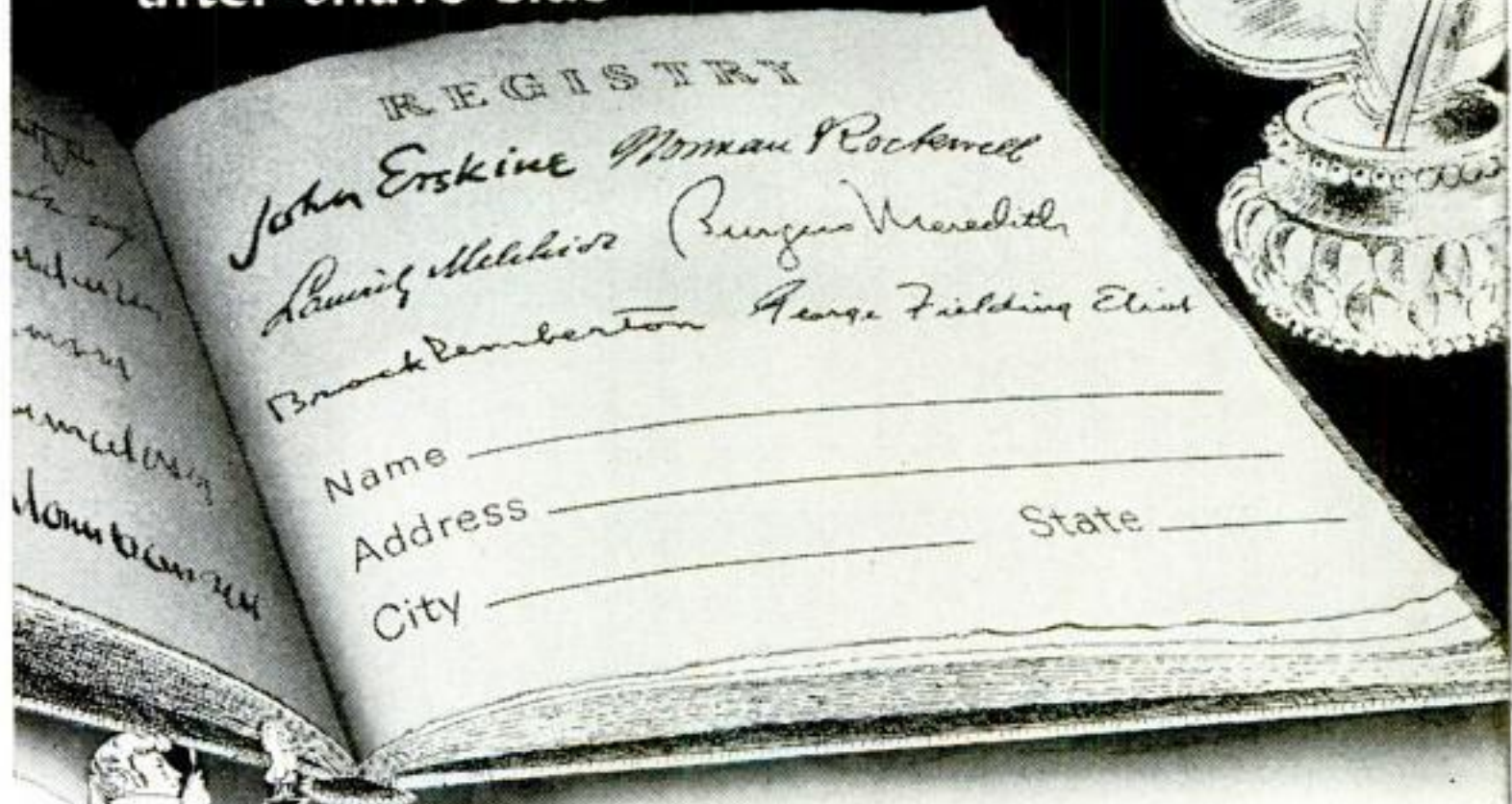
Your dealer will gladly give a demonstration. See him today or write for free descriptive folder L3.

Price \$10. Refillable Shaving Bowl, including soap, \$1.

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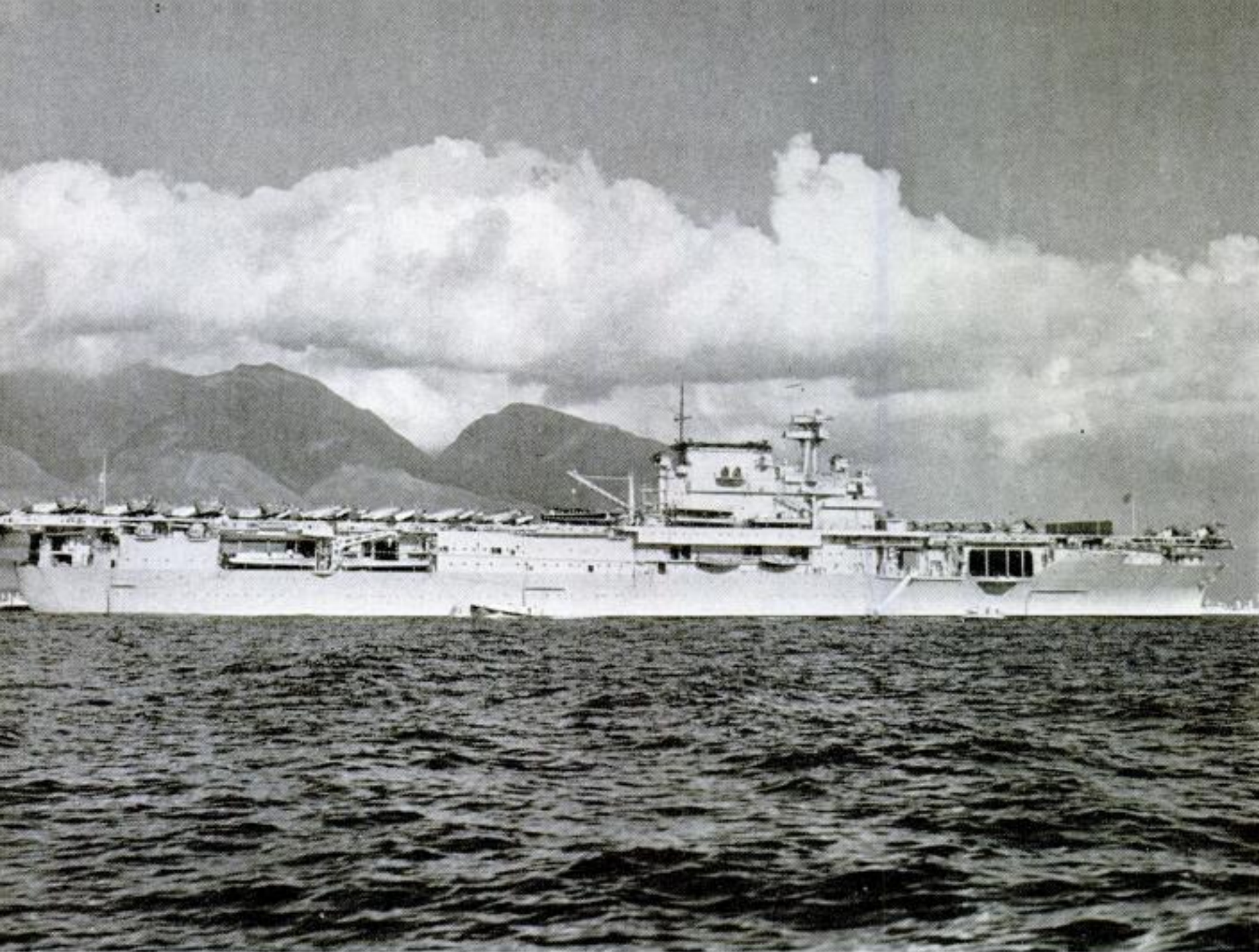
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in the world's most distinguished
after-shave club



SIGN your name and address on the book, and mail this advertisement to us. We'll promptly send you a generous bottle of Aqua Velva, the world's most popular after-shave.

Notice how cool and refreshing it is . . . how soft and smooth your face feels afterwards. Electric shavers use Aqua Velva before and after shaving for better results. . . .

Address: The J. B. Williams Co., Dept. CA-4, Glastonbury, Conn.—makers of fine shaving preparations for over 100 years. Offer good in U. S. A. and Canada only.



The "Enterprise," which was commissioned in 1938, lies at anchor in Lahaina Roads, off the Hawaiian island of Maui, her planes lined up on

deck. She carries scout bombers, torpedo bombers, fighters, which take off and land either at the bow or the stern, always flying into the wind.



In the ready room, pilots get instructions. The Enterprise carries a complement of 2,072 men. Because of multitude of jobs, carriers have bigger

complements than any other warships. Below: the elegant wardroom. Ship officers and flying officers eat in same room but at separate tables.



AIRCRAFT CARRIER

WARSHIPS LIKE THE "ENTERPRISE" MAY BE THE DECISIVE FACTOR IN NAVAL COMBATS

The aircraft carrier is a brand-new battle device. It has never been used in any big naval engagement although planes from a British carrier last November grievously wounded the Italian Fleet lying at anchor in Taranto.

But though it has little past to look back on, the aircraft carrier may have a history-making future. Command of the air can be the decisive factor in modern naval engagements. Fleets whose planes can scout and harass the enemy will have an immediate superiority over a fleet whose air strength is inconclusive.

The aircraft carrier is, in effect, a seagoing landing field. The U. S. Navy's *Enterprise* is a 19,900-ton 34-knot warship. Only destroyers and some light cruisers are faster. She carries 81 planes. In combat she would be stationed well behind the main line of battle but her planes would be well out in advance, her fighters trying first to knock out the enemy's planes and then her bombers and torpedo planes attacking. Lightly armed and armored, the carrier relies for protection on her speed and a warship screen.

The U. S. now has six carriers with a dozen more building. Britain has eight effective. Japan probably has seven. The U. S. Navy has the best carriers and air arm in the world. Its equipment will be vastly improved when newer planes, like the Curtiss XSB2C-1 shown on the cover, come into use.

The present margin of U. S. superiority is measured by its carriers' ability to get more planes into the air in less time than any other fleet. The U. S. led in introducing arrestor landing devices which stop planes quickly on deck. Other fleets have similar devices but they still lack the superb "know-how" of U. S. carrier crews.



Navigator of the *Enterprise* is Commander T. P. Jeter, here shown watching wind velocity dial (top) and wind direction dial (bottom). For best flying conditions he must keep the wind just off the bow (note dial pointer) and maintain a uniform airspeed.



Off on a bombing rehearsal, a group of Douglas TBD torpedo bombers head off the *Enterprise* toward Diamond Head, Hawaii. This is just practice for a mock attack but, if the facts were turned about, they might be enemy bombers from an alien aircraft carrier coming in to attack

the great Pearl Harbor Base which lies just the other side of Diamond Head. Equipped with the Navy's famous bombsight, these TBD's are horizontal—not dive—bombers operating efficiently from high altitudes. They have yellow wings to aid quick location if forced down at sea.



The crew of the "Enterprise"—machinists, fuelers, handlers, directors, etc.—huddles together before a big day's work like a football team and gets a fight talk from a deck officer. Rivalry among the different carriers is constant and intense, each ship trying to outdo the others in

efficiency, set new marks for speed in getting planes into the air or stowed away on board. The carrier crews are good because they have to be good. Many seamen consider work on carriers the most active and exciting in the Navy so the carriers have no trouble at all getting good men.



The "Island" is the superstructure. Jutting out at the right of the bridge is a boxlike structure from which the flying control officer directs planes. Carrier decks are made of teakwood.



With folded wings, torpedo bombers snuggle together on deck. The wings are hinged in middle, fold over and back until tip is over cockpit. The folding mechanism is motor driven.



Ready to take off, an SBC-3 scout dive bomber Curtiss biplane has its motor gunned by the pilot while a handler holds the tail down. Biplanes are now being replaced by monoplanes.



In echelon a squadron of TBD's sail against white sky. Though a bit slow and underarmed, these Douglas bombers are good planes and are still the standard aircraft carrier bomber.



A cracked-up plane is quickly surrounded by a squad of plane handlers for speedy removal. This SBC overran its mark, lost its left wheel. Damage to the plane was slight, no one was hurt.



Parking planes is an exact and important technique. Carrier efficiency is largely determined by number of planes parked in the smallest space. Here a TBD taxis down deck for parking.

“THE NATION’S DEFENSE and the *family’s* defense are pretty much alike when you come to think of it, Henry. In designing that plane, for instance, you started with a clear idea of what it’s supposed to do. And it’s the same way with life insurance—you’ve got to know, first, what your family’s *seven vital needs* are. I found them in a Family-Needs Forecast laid out for me by my Union Central Life representative. Now I know the weak points in my program . . . can concentrate on them and do a better job at lower cost.”



★The Family-Needs Forecast is the fruit of 74 years’ experience in helping fathers better to provide for their families. A basic part of Union Central’s special service, it is a precision instrument for making your insurance set-up efficient and economical. You will incur no cost or obligation in having a “Forecast” made for yourself. Just send your name and address to Department B-20.

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My guests expect a chance
to say *'make mine Wine'*

writes well-known

Gabriel Heatter
of the Radio

Popular Gabriel Heatter gets about amazingly. His hobby is people, and when not on the air, he is likely to be foursoming on his favorite golf course in the Connecticut hills, fishing in Maine or Long Island or showing somebody the prize Scottish Terriers he raises at his Long Island home. No man in radio is better known as a genial host



"When people let up and enjoy themselves these days, most everyone prefers to stay on the moderate side"

WHEN I'm the host nowadays," says Gabriel Heatter, "I make sure everybody gets an opportunity to follow his own preference in the matter of beverages.

"More and more I find that wine gets the call. It's partly that folks prefer to be moderate and partly because we're becoming partial to the delicate, satisfying taste of good wine."

As many hosts and hostesses know, this custom Gabriel Heatter follows is sweeping the country. Those who keep an eye on the wants and preferences of their guests are serving wine more and more often . . . giving every person at

their parties an opportunity to choose wine.

It makes, they find, for the more moderate living people prefer in times like these. For a more leisurely kind of relaxation. Why don't you try it at your house?

QUICK GUIDE TO SERVING WINE

What wine as an appetizer?

Before dinner, or at the cocktail hour, serve Sherry — a mellow amber wine of nutlike flavor. Sherry is equally good alone or with appetizers. Serve Sherry in small glasses.

What wine with your meal?

The dry "table wines" go best with food — Claret or Burgundy (red wines) with steak or with roast of beef; Sauterne, Chablis or Rhine (white wines) with chicken, fish or other delicately flavored main-course dishes. Serve the white table wines well chilled.

What wine with refreshments?

"Sweet wines" like red rich Port or golden Muscatel (which carries the delicious flavor of Muscat grapes) are your best bets for casual entertaining. Such wines are ideal with wafers, cakes, cheeses, nuts or after-dinner coffee. Serve Port and Muscatel in cocktail-size portions.

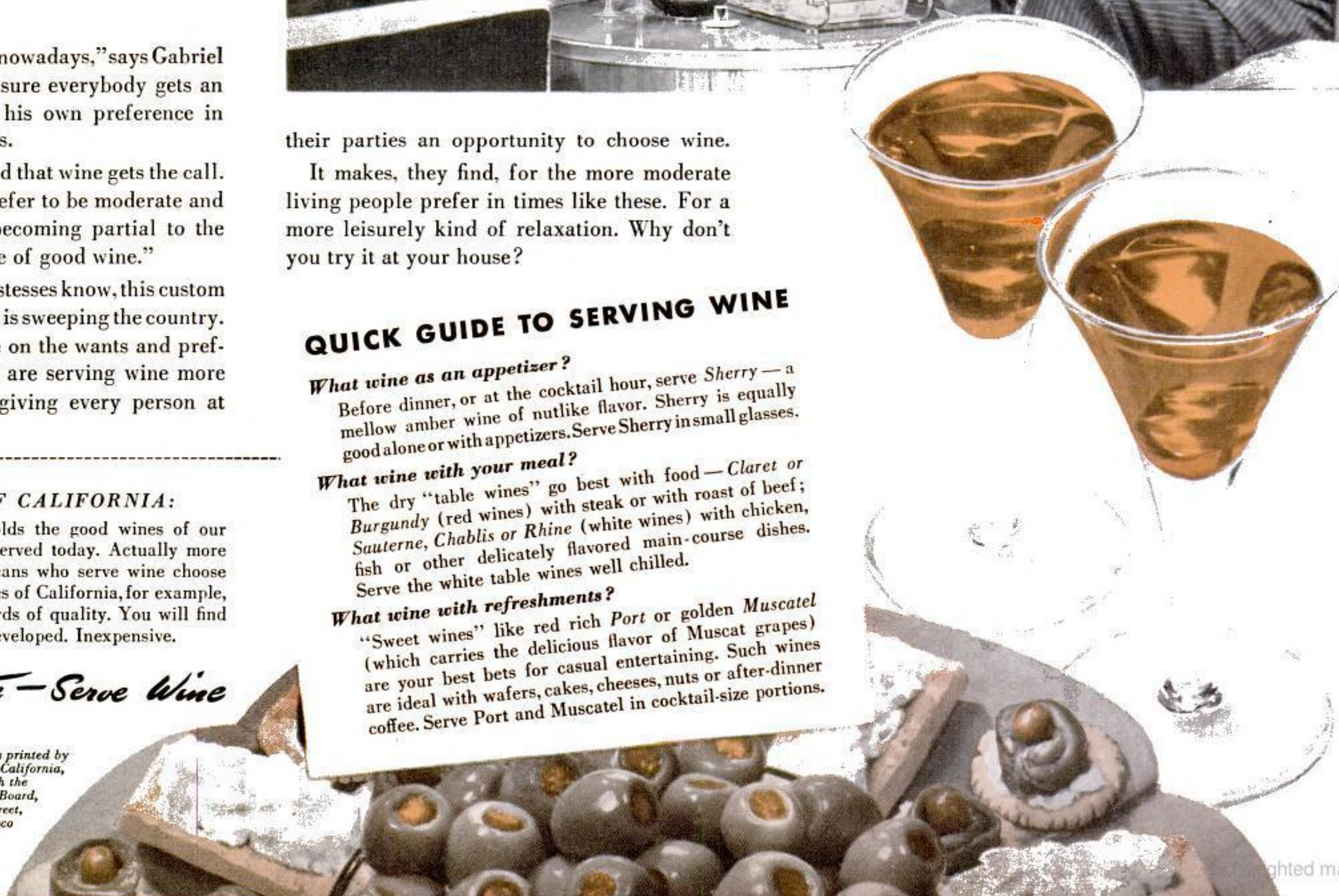
THE WINES OF CALIFORNIA:

In discriminating households the good wines of our own country are usually served today. Actually more than 9 in every 10 Americans who serve wine choose wines grown here. The wines of California, for example, are grown to strict standards of quality. You will find them true to type. Well developed. Inexpensive.

Be Considerate — Serve Wine



This advertisement is printed by
the wine growers of California,
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Wine Advisory Board,
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NAVY WIVES LOIS RYAN AND IRIS AUSTIN MAKE THEIR HUSBANDS' FIRST-CLASS BASE PAY OF \$84 A MONTH GO FURTHER BY SHARING AN APARTMENT AND LIVING EXPENSES

NAVY WIVES

THEY SHARE A LONELY LIFE

For the Navy, proud proof that the U. S. sailor is a better man than ever before is the fact that nearly half its enlisted men today are married heads of families. Equally proud of their husbands and the Navy to which they are married are the Navy wives. They are literally wives of the Navy. On their husbands' bachelor wages, they make their homes in the shadows of yards, docks and shore stations and must be ready

to transplant them across continents and oceans. Wherever they are their homes are most often empty of husbands, away at sea. To express their nonetheless hardy devotion to the service and to share the loneliness it entails, they are banded together in the Navy Wives Clubs of America. Typical is Brooklyn's Charlotte Woodward chapter whose members are shown here at home and at a Tuesday get-together.

IN BROOKLYN NAVY YMCA MEMBERS OF NAVY WIVES CLUB DO STRENUOUS CALISTHENICS. DURING TUESDAY GET-TOGETHERS, WOMAN IS HIRED TO LOOK AFTER CHILDREN



THE Taylor-Made SHOE

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PROOF . . .
that custom character need not be expensive!

Painstaking selection of the finest, mellow leathers, the O-SO-EZ-E innersole, and superior craftsmanship result in the lasting good looks, comfort, and long wear that have made Taylor-Made shoes favorites for over fifty years.

For illustrated folder write to

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Navy wives (continued)



Sailor and family in Brooklyn pay \$32 monthly rent, half of his third-class base pay as storekeeper. Enlisted men's families get traveling allowance only when home port is changed. But sailor may be assigned to Honolulu, with home port still Brooklyn.



Swim in YMCA pool is part of Navy Wives meeting. Because lives are so transient and financially strapped, Navy wives are clannish, know few non-Navy neighbors. Like most Navy mothers, Theda Kasmider (below) hopes her son will be a sailor.



ESCAPE from the torment of SKIN ITCHING and BURNING

Apply soothing Resinol Ointment. For 45 years its bland, quick-acting medication has been relieving irritated skin—so it must be effective. Buy a jar from any druggist today. For sample, write to Resinol, L-8, Baltimore, Md.

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WM. DEMUTH & CO., NEW YORK





"DARLING! ARE YOU BLUSHING?"

WIFE: Tsk, tsk! You're as red as a beet! And at your age!

HUSBAND: Cut it! The only breath-taker in *this* floor show is the size 12 collar on my size 15 neck!

WIFE: Why, I bought that shirt myself—and it's your exact size.

HUSBAND: Was my exact size! And it would be *now* if you'd looked for the Sanforized-Shrunk label.

WIFE: The clerk said it wouldn't shrink—

HUSBAND: Phooey! There's a way to be *sure*... insist on seeing a Sanforized-Shrunk tag. It says, in plain black and white, that the cloth won't shrink more than 1%, by standard tests. And 1% is even a lot less than that gal has on!

WIFE: Well—I suppose if I'd paid more for those shirts—

HUSBAND: Now look! You can get Sanforized-Shrunk shirts at *all* prices—in all styles and makes—all over town. And they won't shrink from their original size.

WIFE: Stop shouting! Wait till the show is over!

HUSBAND: I'm the show—and a flopperoo, if ever there was one! And another thing—

WIFE: What now?

HUSBAND: You can even get shorts and pajamas with the Sanforized-Shrunk label—and they cost no more than you usually pay.

WIFE: Yes, dear! Just unbutton your collar now, and watch the pretty lady.

HUSBAND: Gosh! She looks comfortable! And, by Jupiter, that's the way I'm going to dress if I can't have clothes that are Sanforized-Shrunk!

"MY HUSBAND WON'T WEAR A SHIRT!"



CLERK: Whaaat!

WOMAN: Er—I mean—unless it's a Sanforized-Shrunk shirt. So I want a *few* and—oh yes! I want to see the label.



WOMAN: That nice clerk downstairs told me about Sanforized-Shrunk children's wear—and I'm delighted! We'll take three of these boys' suits and this little dress, too.

JUNIOR: Hey! What is this?

WOMAN: Don't be silly, Junior! It's for your cousin, Betty.



WOMAN: Imagine! Children's Sanforized-Shrunk underwear, too! That's really marvelous!

CLERK: We certainly think so! You see, we've cut down on "returns" tremendously since mothers discovered that Sanforized-Shrunk children's wear won't shrink out of fit.



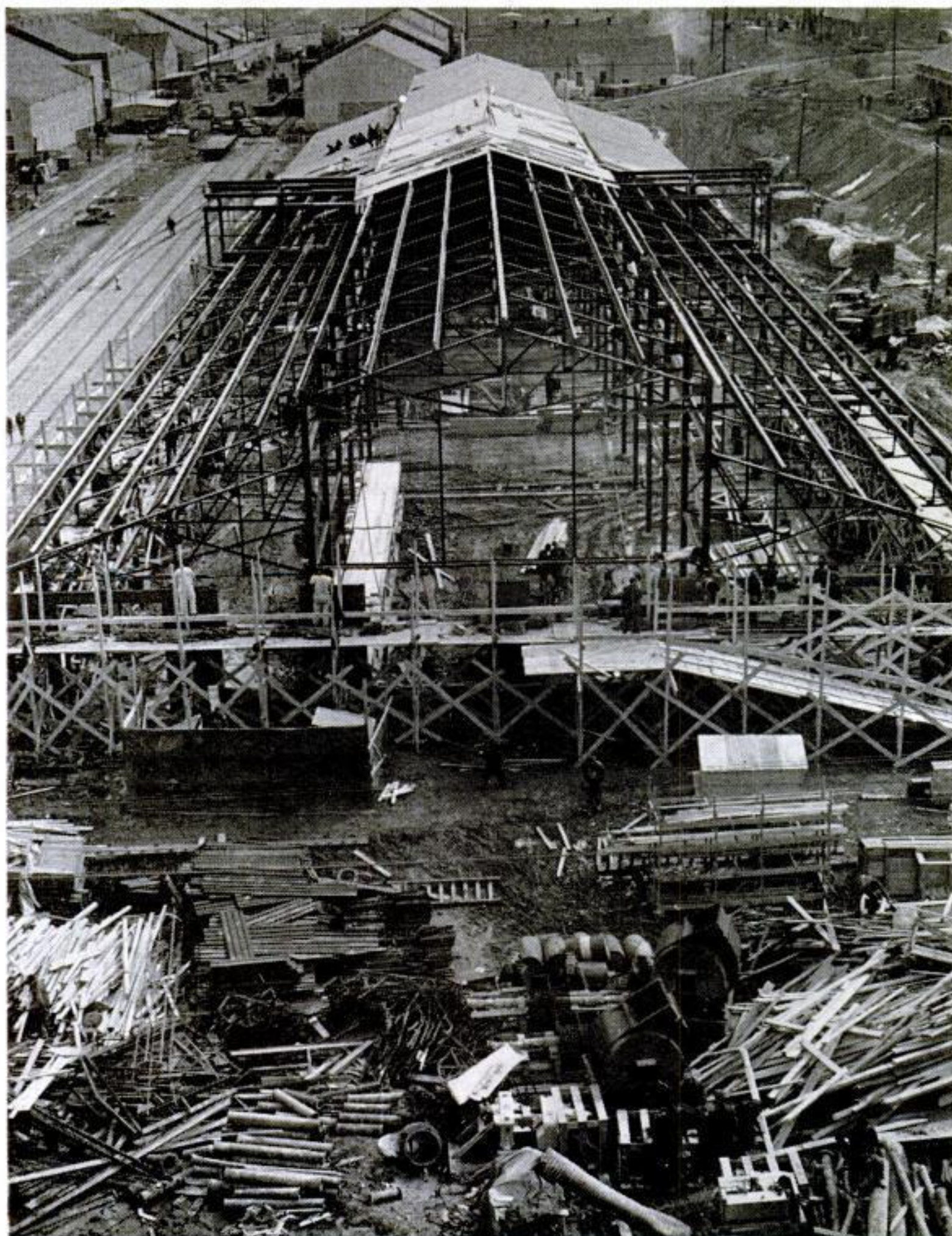
But that's not the half of it! I've found that you can *also* get the Sanforized-Shrunk label on all these washables: uniforms and sportswear, wash clothes, nightwear and underwear, slip covers and draperies. Be *sure* of permanent fit by looking for the label.

FOR PERMANENT FIT... LOOK FOR THE WORDS... **SANFORIZED-SHRUNK**



Already on night shifts, Radford powder plant gets right to work. This corrugated iron shack is one of the houses where powder is dried. At right are chutes down which workers slide to safety

if anything happens inside. This house has electric lights. Other buildings have no electric wiring, as precaution against short circuits. Light comes through windows from big lamps outside.



New construction is still being rushed at Radford. This machine shop will be ready in three weeks. A big power plant is going up. Meanwhile two steam locomotives generate power for the factory.

WAR INDUSTRY

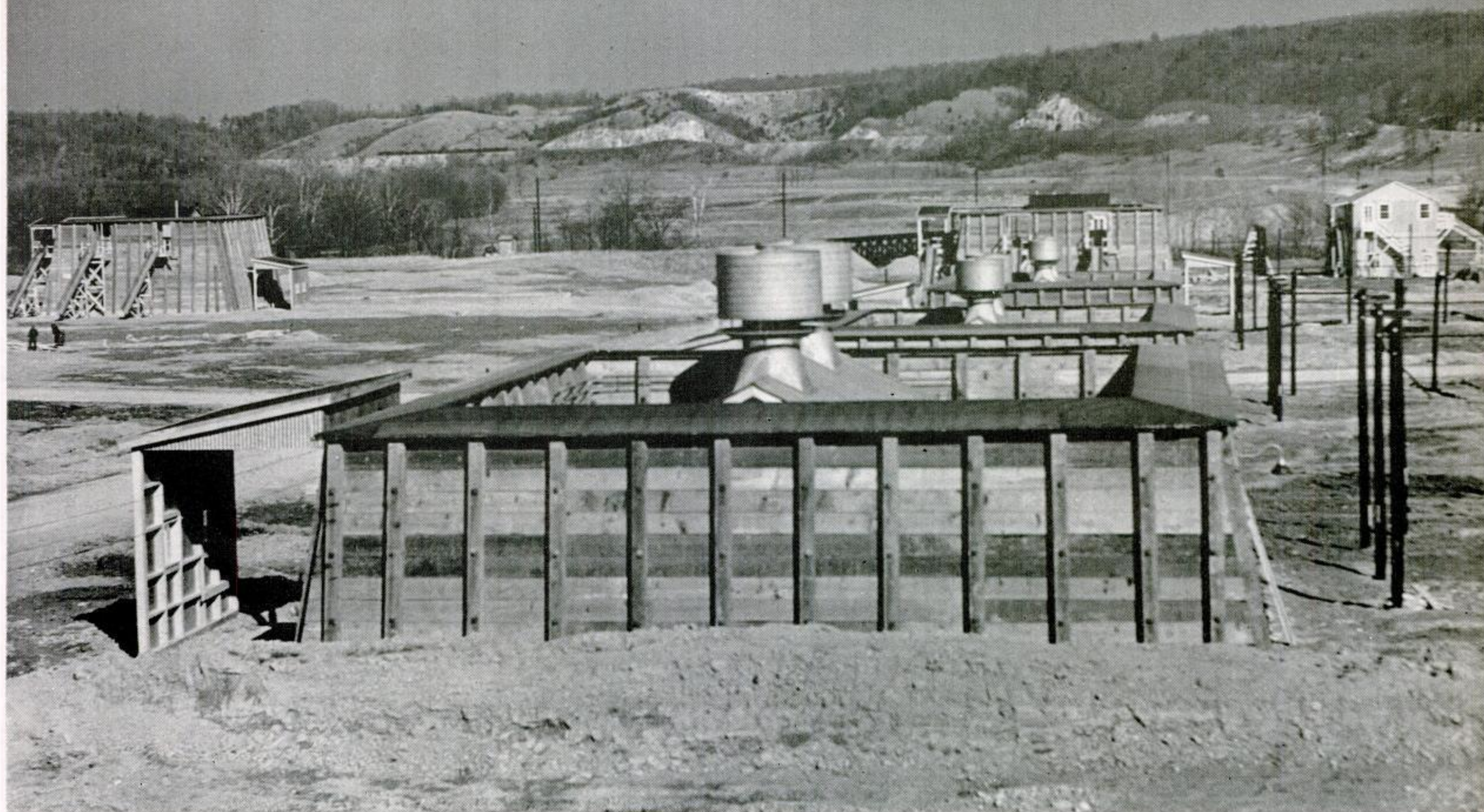
National defense is changing the industrial face of America. To see what war production is doing to the country, turn the page and look at the colored map. There you will see some of the biggest industrial war babies which have been born or conceived since July 1940. The map shows how new defense factories are cluttering the U. S. industrial scene. But it does not give a detailed picture of all defense building. No map this size could possibly do that.

No new factory costing less than \$2,000,000 is shown on the map. No factory built by private capital is shown. Only plants shown are those built with Government funds for operation by the U. S. itself, or for lease to private operators. Army tent camps were ignored and only permanent encampments shown. The map, moreover, shows not work projected but work in progress. Any attempt to give an absolutely up-to-date picture is further hampered by the speed with which plans are completed. No sooner had the artist finished his map than news came that three more vast airplane plants were going up in the Midwest—at Tulsa, Kansas City and Ft. Worth.

On the map, then, is an over-all picture. On these pages is a specific picture of one of the newest great defense plants, the Radford Ordnance Works powder plant at Radford, Va. On March 14, after 22,000 men had worked day and night for five months, the plant was formally dedicated and is going into production months ahead of schedule. Built for the U. S. Army, it is operated by the Hercules Powder Co. By summer, it will be producing smokeless "propellant" powder—i. e. powder which propels bullets and shells—at the rate of 300,000 lb. a day. This is five times as much powder as the whole U. S. is now making. There will be 5,000 men and women working in the plant which takes almost fantastic precautions for safety.



CONCRETE PARTITIONS "MAC-



Powder plant is a scattered place. Radford has about 600 buildings sprawled over 4,400 acres. Buildings are small to keep processes separate, minimize explosion damage. These are coat-

ing houses, small units surrounded by thick walls of wood and sand. Until explosion at Kenil, N. J. powder plant last year, shacks were 150 ft. apart. At Radford they are at least 300 ft. apart.

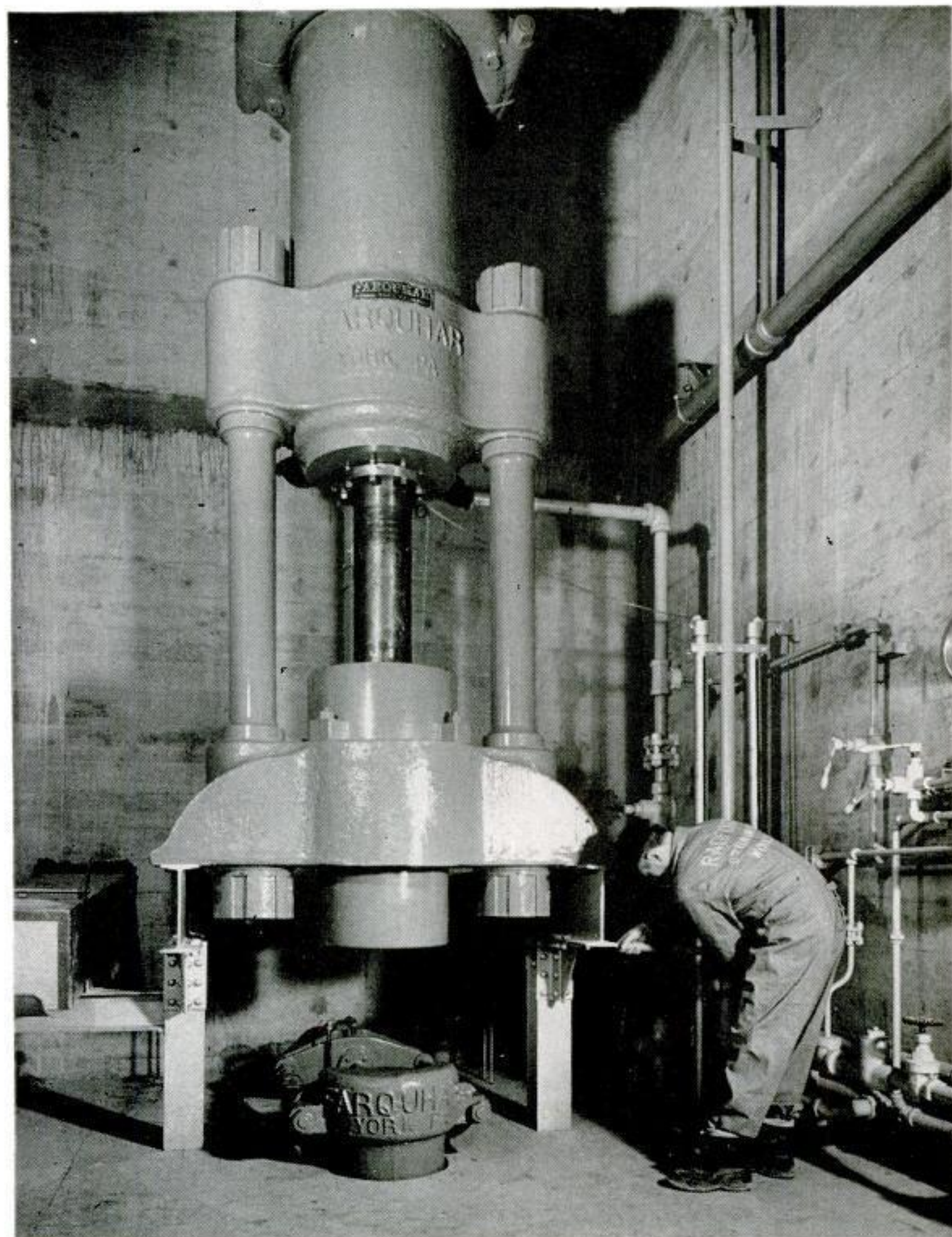
NEW POWDER PLANT IS PART OF VAST BUILDING PROGRAM

By summer, two more big powder plants now being built at Charlestown, Ind. (LIFE, Jan. 20) and at Childersburg, Ala. will be helping the Radford plant out, and one of the most ominous military shortages will be overcome.

Up to last July, defense construction was ambling along. Then things happened. Contracts were let at the rate of more than \$200,000,000 a week. Industrial building during the second half of 1940 was twice as heavy as industrial building during the first half. By year's end, U. S. engineering construction total had approached \$4,000,000,000, highest in history. This year, the total may reach \$4,500,000,000.

Last year, according to *Engineering News-Record*, new construction was divided this way by regions: New England and Middle Atlantic States, 30%; South, 21%; Middle West, 18%; West of Mississippi, 17.6%; Far West, 12.4%. Most spectacular showing was made by the South, where construction in 1940 almost doubled construction in 1939. This hints at changes which war construction will make on industrial America.

When defense construction was first planned, it was the announced purpose of the planners to spread new building away from concentrated industrial regions. But the need for speed was so urgent that, in order to get production rolling, plants were built right smack in the middle of established industrial areas. Now, through small plants rather than through big ones, the spread is beginning to be achieved. One immediate effect is to place vulnerable industry outside the range of bombers (On map, see 300-mile bomber range along coastline). The long-range effect will be more marked after the war when new industrial centers will exist where none exists now. Then the long cherished plans for decentralizing U. S. industry will have something tangible to start with and the industrial balance in the country will be more wisely adjusted.



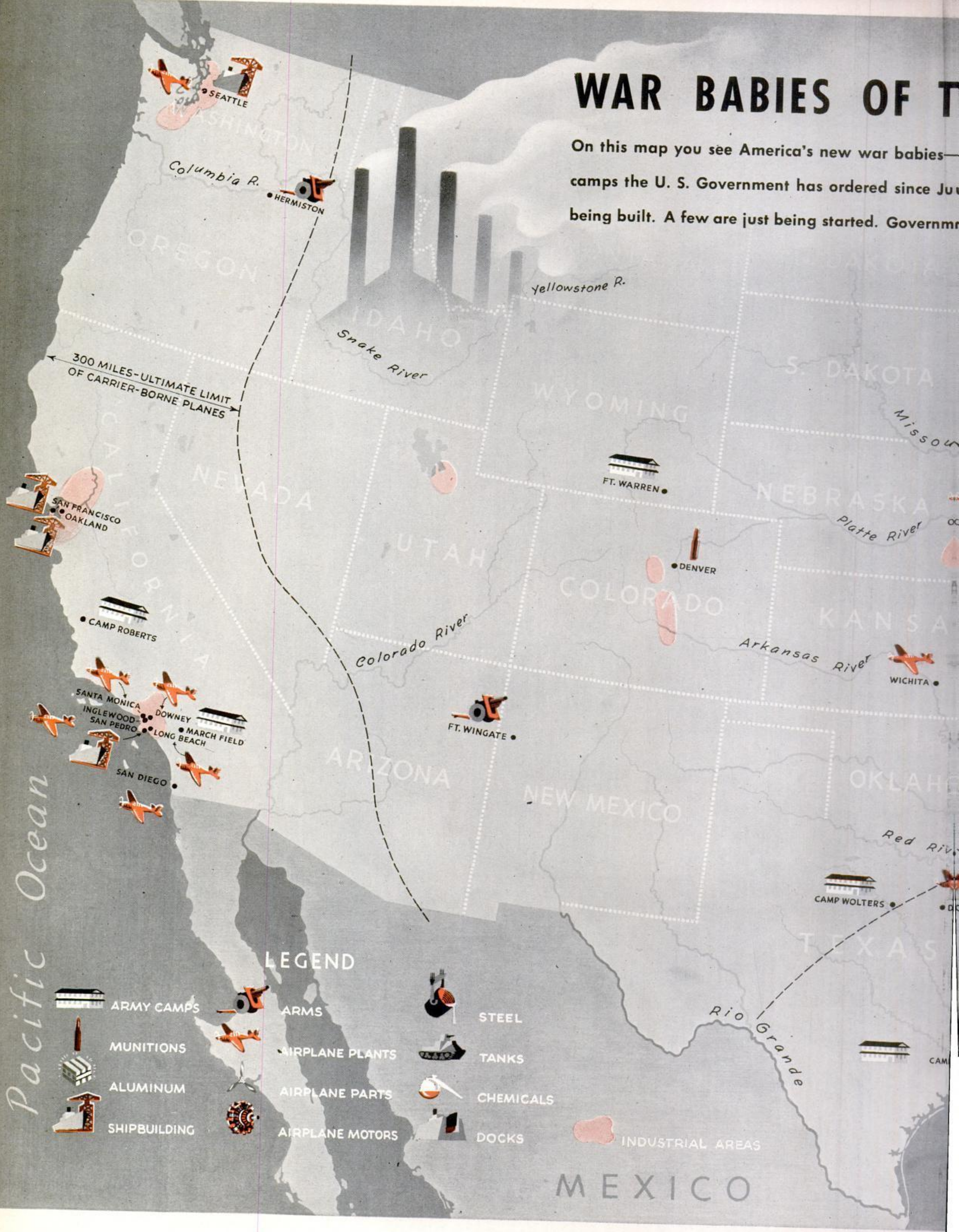
Inside a cell of house at left, "macaroni" presses squeeze powder into cylinders. Powder is made of cotton, nitric acid, sulphuric acid, other chemicals by process of mixing, compressing, drying.



ARONI HOUSES INTO CELLS

WAR BABIES OF T

On this map you see America's new war babies—
camps the U. S. Government has ordered since Ju
being built. A few are just being started. Governm



THE U. S. A.

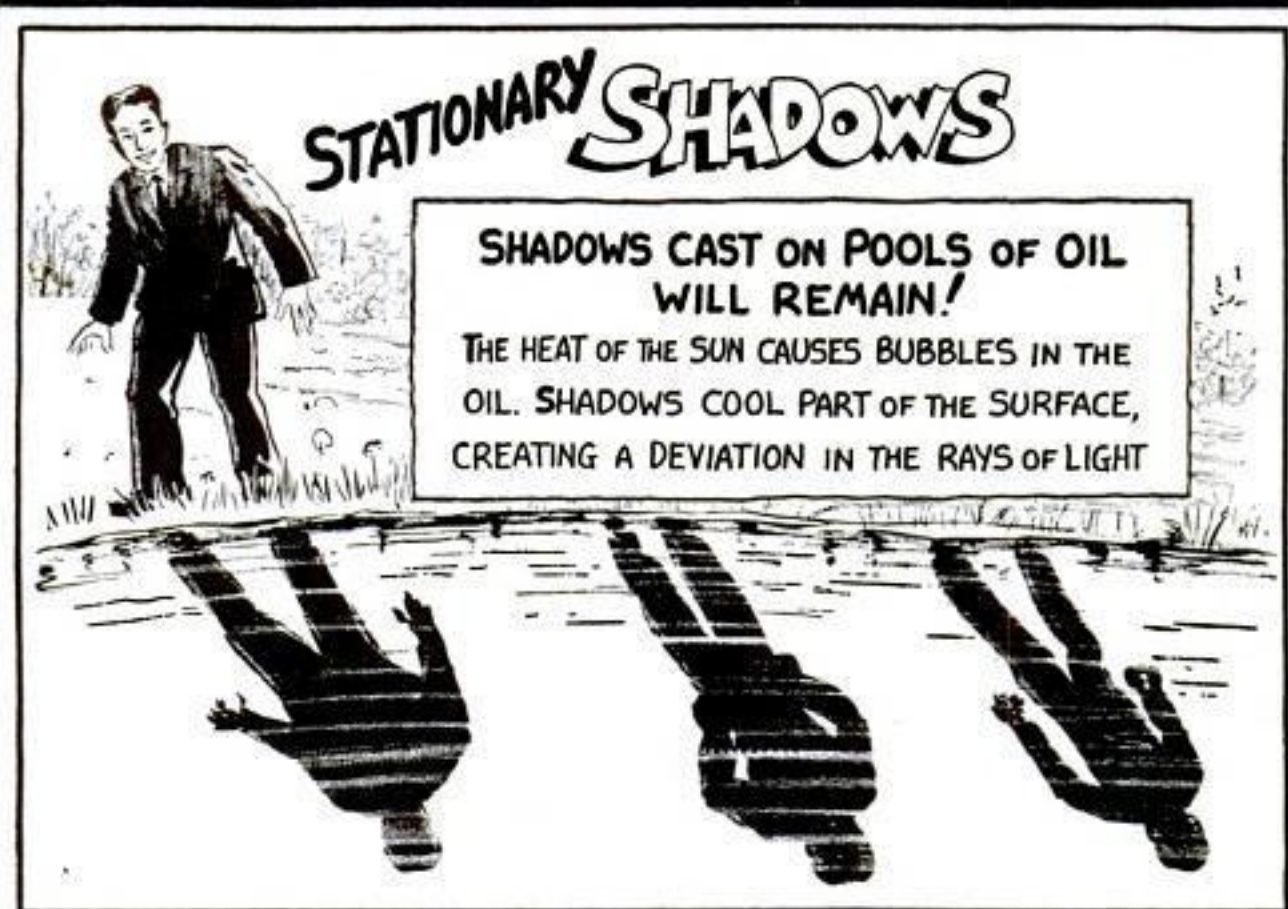
factories, shipyards and
1940. Most are built or
money pays for them all.



Believe It or Not!

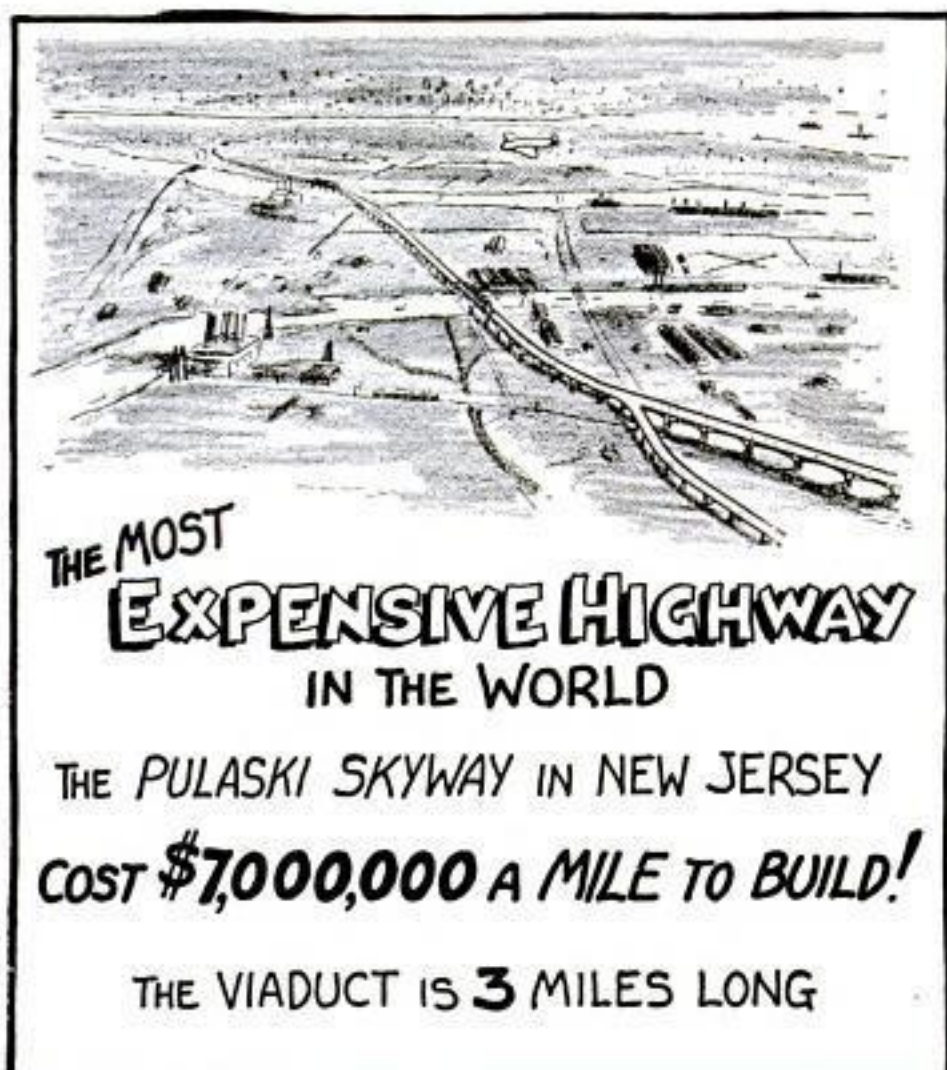
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REDUCE FRICTION FAST
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The boys at Burgard High School mass in front of an airplane wing to listen to their instructor. They look serious and they are serious. There is very little fooling around in this vocational school. The pupils work just as hard as if they were on real jobs.

NEW DEFENSE PLANTS GET TRAINED MEN TO RUN THEM

Prepared to spend billions on defense construction, the U. S. is also prepared to spend millions on defense instruction. U. S. funds are being paid 11,000 public vocational schools to teach 1,000,000 men and boys the skills needed to run the huge new factories.

In Buffalo, N. Y., center of aircraft and other defense industries, business, labor unions and vocational schools have been co-operating for years. As a result, the city's defense training program works beautifully. The U. S. Office of Education gives the New York State Department of Education money. The State Department allots money to the Buffalo Board of Education which supervises the training. The WPA, NYA and the State Employment Service provide pupils. Buffalo's man-hungry, expanding industries provide jobs.

Buffalo's biggest vocational school, Burgard High, is open day and night, 24 hours a day. Its students are school boys, men who have lost their skills through disuse, men who now want to get defense jobs. Concentrating on airplane workers, Burgard has placed 2,000 men since September, could place more if it had the capacity to train them.



Trainees at the Bell Aircraft school, wear identifying caps. Bell and Curtiss, Buffalo's big aircraft makers, give advance training to workers hired through vocational schools. Companies lend public schools their men and tools to help instruction.

CONTINUED ON NEXT PAGE

Help yourself to
VITAMIN B₁
as NATURE provides it

And, in one delicious dishful, Whole Wheat's 7 other vital food values



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Scientists have proved that when Vitamin B₁ is lacking in the diet, the appetite lags.



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A daily supply of Vitamin B₁ facilitates the conversion of food into quick energy.



PROMOTES GROWTH

Prominent food authorities say that Vitamin B₁ is essential to growth.

YOU get 1/3 to nearly 1/2 the average daily requirement of Vitamin B₁ in two National Biscuit Shredded Wheat and a cupful of milk. And with it, in this simple, crispy, tempting one-dish breakfast, are *seven other* vital food essentials.

In Nature's own way, National Biscuit Shredded Wheat brings you the clean, nut-like flavor and well rounded nourishment of whole wheat. Whole grain from America's great wheat fields is softened in billowing steam, pressed into strands and baked crisp and tender.

Delivered fresh to your food store, National Biscuit Shredded Wheat is featured there this month. Ask for this delicious, wholesome breakfast by the full name — National Biscuit Shredded Wheat — in the familiar, friendly National Biscuit package.

Baked by "NABISCO"

NATIONAL BISCUIT COMPANY





ARE YOU, TOO, GUILTY OF *SMOKER'S HACK?*

IN thousands of certified interviews with KOOL smokers, we asked this simple question: "Do KOOLS leave your throat feeling clearer... make your mouth feel cooler?" 83.2% said Yes, an overwhelming majority.

Try KOOLS yourself. Know the joy of that cool, clear

feeling in your throat—that clean taste in your mouth. Enjoy the tangy flavor of fine tobaccos seasoned with a magic touch of mild menthol. See if you don't say, as 'most every KOOL smoker says: "My throat feels clearer—my mouth cooler—with KOOLS." Try it today.



FOR YOUR
THROAT'S SAKE
SWITCH
FROM "HOTS"
TO **KOOLS**

NOW AT POPULAR PRICES

VALUABLE COUPON ON EACH PACK...TWO EXTRA IN CARTONS
Good in the United States for dozens of luxury premiums like these



La Tausca quality simulated pearls. 18' strands. Rhinestone clasps. 300 coupons.



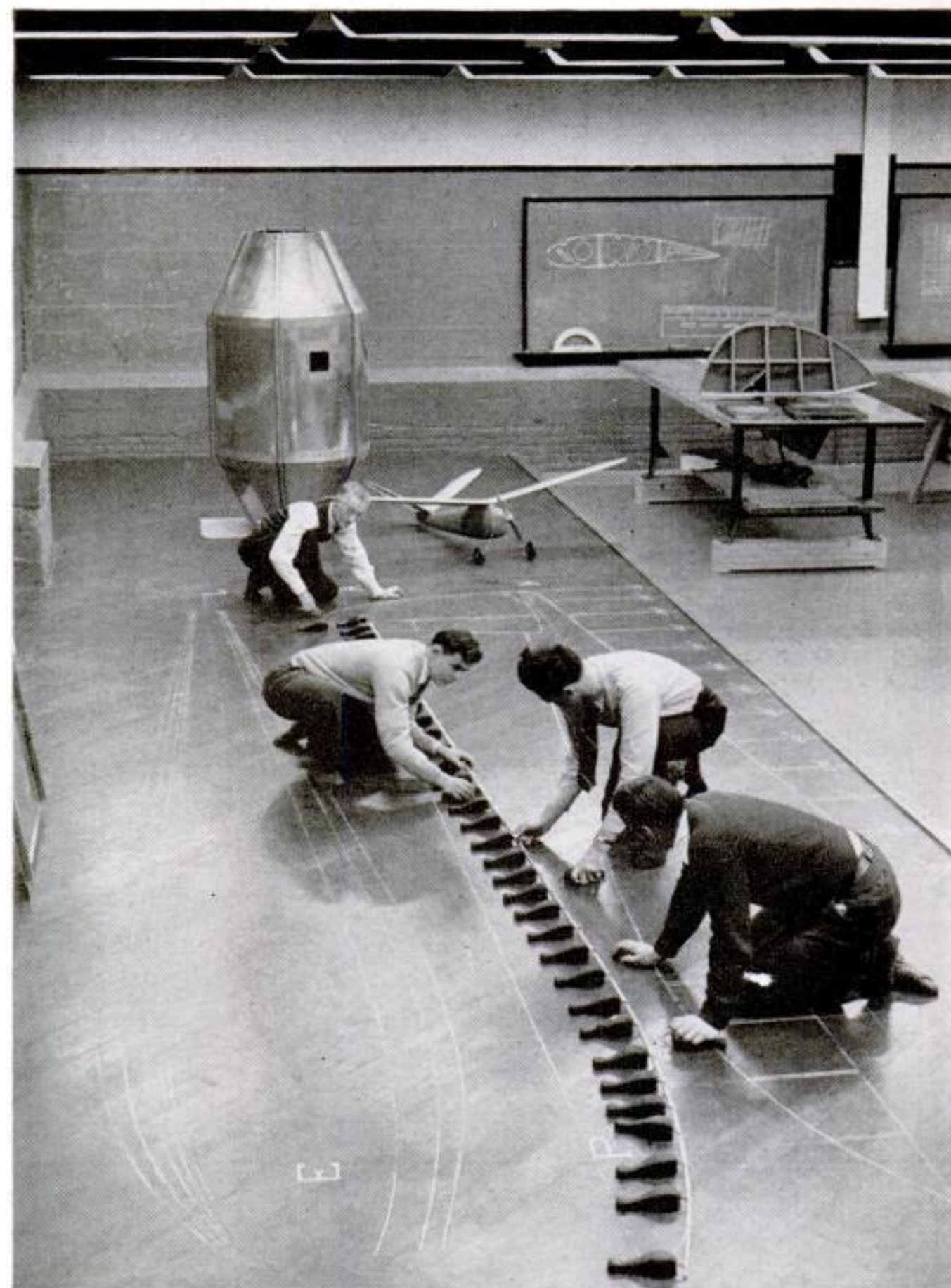
FREE. Write for illustrated new edition B & W premium booklet, No. 18. Address the Brown & Williamson Tobacco Corp., Box 599, Louisville, Kentucky.



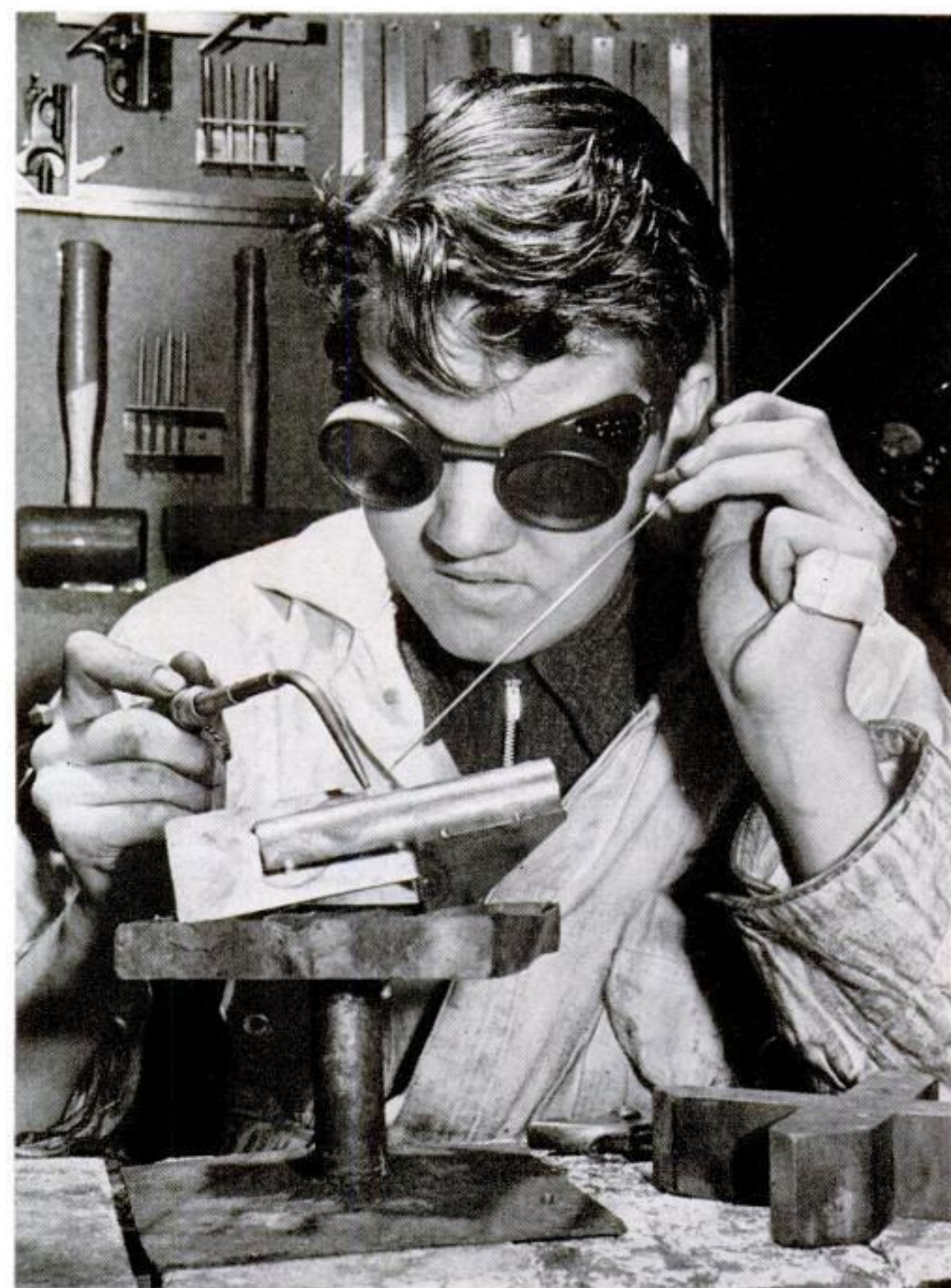
Presto Pressure Cooker cuts time, fuel. Saves vitamins. 4-qt. size. 1000 coupons.

B & W COUPONS ALSO PACKED IN RALEIGH CIGARETTES & BIG BEN SMOKING TOBACCO

DEFENSE INDUSTRY (continued)



Airplane lofting, the finicky process of making patterns for airplane surfaces, is one of most modern courses taught at Burgard High. Strips of wood, held in curves by heavy metal "ducks," are laid out on floor to give accurate contour lines for wings.



Welding is a skill which will some day be exceedingly important in aircraft production. To help familiarize potential employees with the exact kind of materials used in factories, Buffalo companies send over rejected parts on which pupils can practice.

CONTINUED ON PAGE 74

EDUCATION

Far sighted parents encourage their children to use the typewriter!

Maurice Maeterlinck, beloved author of "The Blue Bird" and other classics for children, says: "I have used a Corona Typewriter for many years... believe typing offers many advantages to children and grown ups too."



TODAY, the whole world recognizes the value of typing. Educators find it helps young minds to think faster and clearer. Little fingers become more nimble... coordinate better through typing exercises.

And what's more, typing helps thousands of ambitious men and women in the home and in business. There's many a person who owes his present job or latest advancement to his ability to type.

May we suggest trying a Corona today? A Corona, because we believe them to be the finest portables money can buy. You'll find them fast, sturdy and easy to operate.

Business executives and their secretaries will want to see the *Super-Speed L C Smith*, the machine that brings a new freedom in typing to secretaries.



You have a choice of 3 Speedline Coronas: Standard, Sterling, and Silent models. All models have full standard height and width keyboard. Each is equipped with famous Floating Shift and other aids that make typing easier. Touch-typing chart and carrying case included.



The ideal portable for children and beginners... the 9 lb. wonder Corona Zephyr. Has standard keyboard, backspacer... is fast, sturdy and dependable. Two models, Regular and De Luxe. See Corona dealer for free home trial.



Secretary discovers new freedom in typing. Miss Elizabeth Chace praises her new L C Smith. "It's so fast... has such easy action that I get through the hardest day's work without feeling overtired."



The *Super-Speed L C Smith* has Automatic Margin Set, Touch Selector, Floating Shift. Choice of Standard or Silent. Phone for free demonstration in your own office. Branches in principal cities.



Memorial symbolizing Education by Daniel C. French

SMITH-CORONA

OFFICE TYPEWRITERS PORTABLE TYPEWRITERS

Corona Adding Machines ★ Vivid Duplicators ★ Typebar Brand Ribbons and Carbons
Canadian Factory and Offices—Toronto, Canada.

MAIL COUPON FOR FREE BOOKLETS

For the beginner, a helpful folder, "Typing is Easy," by World Champion Typist Norman Saksvig. For the secretary, "Tips to Typists"... time saving ideas for the expert.

L C SMITH & CORONA TYPEWRITERS INC Desk 3, 171 Almond Street, Syracuse, N. Y.

Please send me free copy of booklet checked below.

☐ "TIPS TO TYPISTS"
☐ "TYPING IS EASY"
I'm interested in buying a new ☐ Office ☐ Portable Typewriter.

Name _____

Street _____

City _____ State _____

Call to Colors!

American Regimentals by *B.V.D.



At ease! Here's a man-size idea for smart loafing. Colors of famous Divisions and Corps in the U. S. Army make virile patterns for these new B.V.D. pajamas and matching robes. And mighty good-looking they are, too. They add a manly, military touch to leisure moments. Ask to see "American Regimentals" and other smart designs by B.V.D. at your favorite store.

THE B.V.D. CORPORATION
Empire State Building New York City
 In Canada: The B. V. D. Company, Ltd., Montreal



Red and black stripes on grey. Colors of 7th, 27th, 44th, 86th Divisions.



Lots of green and a little gold. They're colors of 4th, 14th, 87th Divisions.



Two tones of blue. These are the colors of the U. S. Army's 29th Division.



Gold, green and maroon are the colors of the U. S. Coast Artillery.

*REG. U. S. PAT. OFF.



Tailored by B.V.D. in lustrous broadcloth. Handsome, masculine American Regimental pattern. Wide red, narrow blue stripes. Pajamas, \$2. Matching robe, \$2.50.

Wide bands of blue, narrow stripes in blue and red. American Regimentals are guaranteed for washability by 2,200 commercial laundries. Pajamas, \$2. Matching robe, \$2.50.



MADE FOR THE
B.V.D.
 BEST RETAIL TRADE.

REG. U. S. PAT. OFF.

"Next to myself, I like B.V.D. best"

UNDERWEAR
 •
 PAJAMAS
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 SPORTSWEAR
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 SWIM SUITS

DEFENSE INDUSTRY (continued)



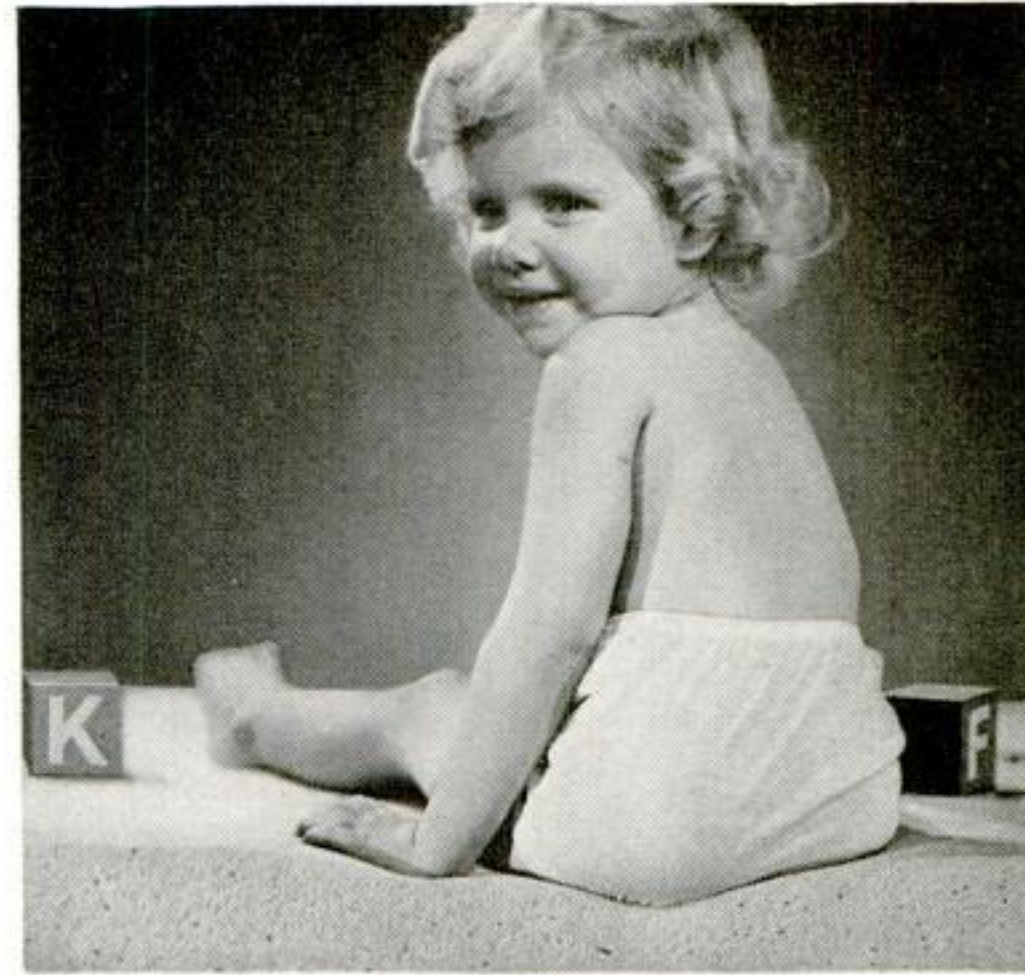
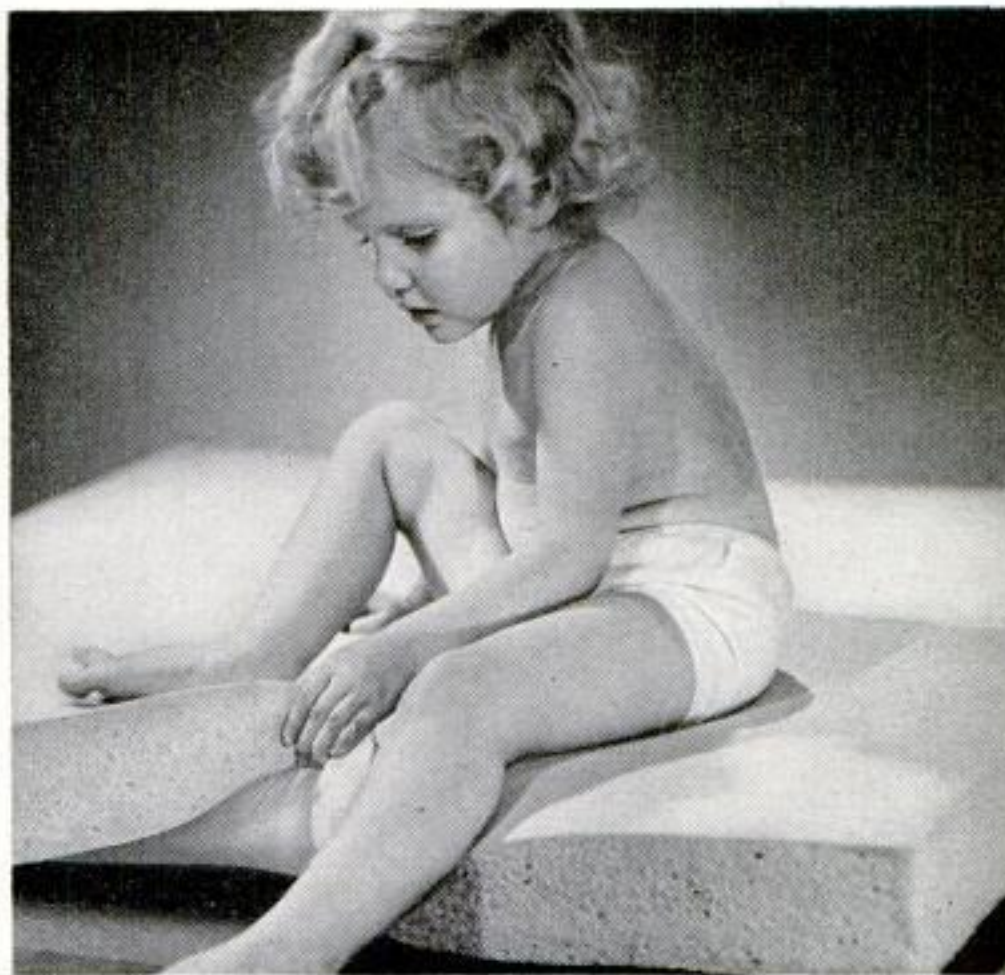
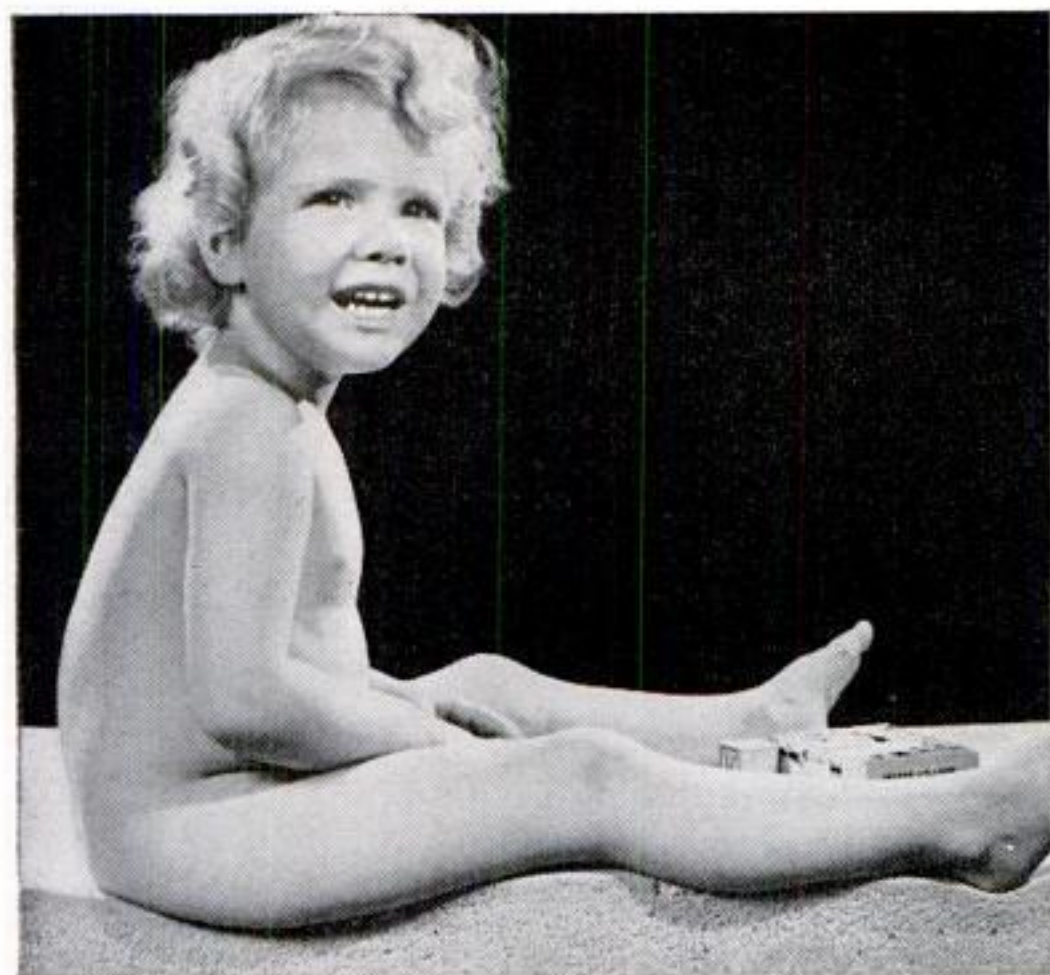
Classes for foremen are crowded. Burgard now has 715 pupils in training. They are skilled mechanics selected by employers to learn how to take on bigger jobs. The need for foremen is especially urgent because of the enormous influx of new hands.



In the machine shop, students learn the crafts that are needed for machine-tool workers. Here classes work intensively. After having learned one skill and graduated to a job, many of the students come back to school for broader supplementary training.



Riveters are in greatest demand for aircraft work. Last week, Burgard had calls for 224 men, 116 of them were for riveters. Of 2,000-odd Burgard students placed in airplane plants since September, 600 were riveters, 550 fabricators, 380 assembly men.



CUSHIONING MATERIAL SOFTER THAN A BABY'S FLESH

What is Koyalon?

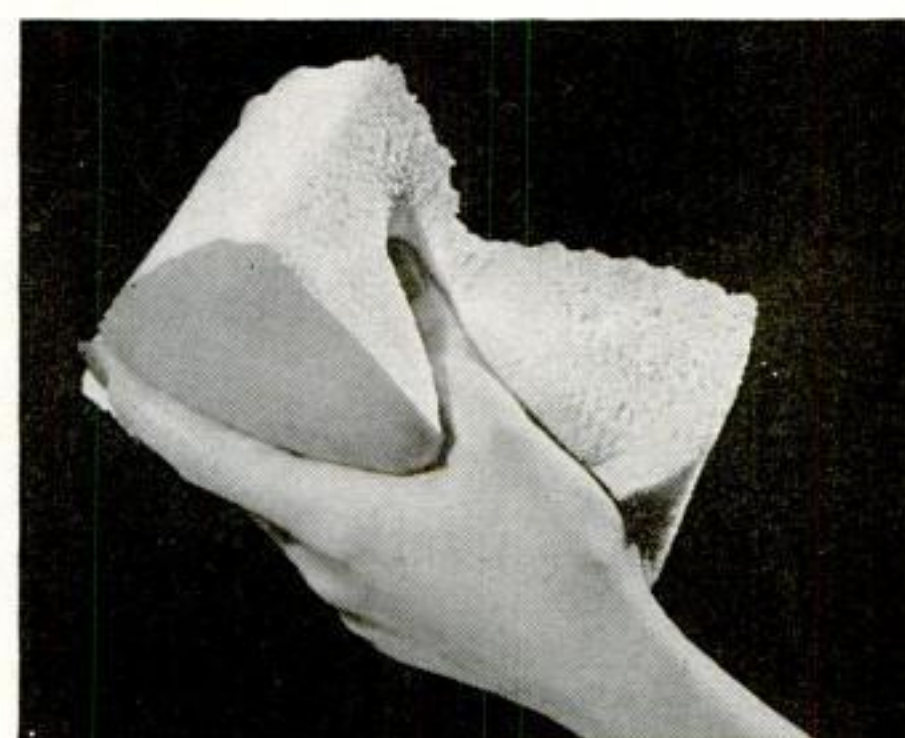
Fluffy, foamed latex . . . amazingly resilient . . . sensitive to the slightest touch. A light, angel-food-cake sort of substance—alive with springy-soft buoyancy that brings new, fuller comfort to your rest and relaxation.

To make this gloriously comfortable material, fresh, sweet milk of rubber trees is whipped to a froth with air, baked to a permanent shape. Each Koyalon seat or mattress is one molded piece. Inexpensive because it maintains its brand new comfort and beauty without a cent for repairs.



ADOPTED BY LEADING AUTO MAKERS

Fine cars now feature Koyalon seats. Hotels, restaurants, railroads, airlines have used Koyalon restfulness for years to attract customers. Koyalon has already added luxurious modern comfort to thousands of homes. Why not yours?



BETTER REST DAY AND NIGHT. Sleep can be infinitely more refreshing. Sitting, lounging can be a positive pleasure—instead of a habit. Koyalon molds itself to your body (instead of making you mold yourself to it). It supports you so evenly, completely, and gently you get a delightful sensation of effortless "floating."



• Koyalon mattresses (Made only by United States Rubber Company) are sold by furniture and department stores everywhere.



• Koyalon-upholstered furniture, by leading manufacturers, is identified by the ribbon of distinction: "Cushioned with Koyalon."

REST ON

Koyalon

THE MODERN FOAM



UNITED STATES RUBBER COMPANY

ROCKEFELLER CENTER • NEW YORK, N. Y.

RURAL ART

FLOWERING OF ART BY WISCONSIN FARMERS IS BEHELD AT UNIVERSITY'S "FARM AND HOME WEEK"

When art can hold its own with prize cows, it is in a healthy state. This state was proved last month when 14,000 Wisconsin farmers drove over snowy country roads to Madison. There they attended the 20th annual "Farm and Home Week" conducted by the University of Wisconsin's College of Agriculture. And there, among stock exhibits and free barbecues, they also attended an art show by 44 of their own neighbors. On these pages LIFE is pleased to introduce several of these rural painters with examples of their work.

More versatile than most Wisconsin artists but typical of them in spirit is Earl Sugden (left). Through his art Sugden does not escape from his workaday world of farm chores, but rather increases his enjoyment of it. Most of his paintings are familiar country landscapes. He paints with brushes made out of hair from his own horses' tails, sometimes makes his own paints from vegetable juices. He knows Latin names for all Wisconsin birds and plants. Among his other hobbies are making tiny jack knives out of scrap metal, making Indian arrowheads by pressure chipping. Self-taught in everything, Sugden translates poetry from French and German, also writes good poetry himself. Unlike most of his fellow artists, who are of Norwegian or German stock, Sugden is English. Living with his sister, he farms the land where he was brought up, hopes to die there. He refuses to visit Madison or bigger cities. No crabbed hermit, Sugden simply prefers country values.

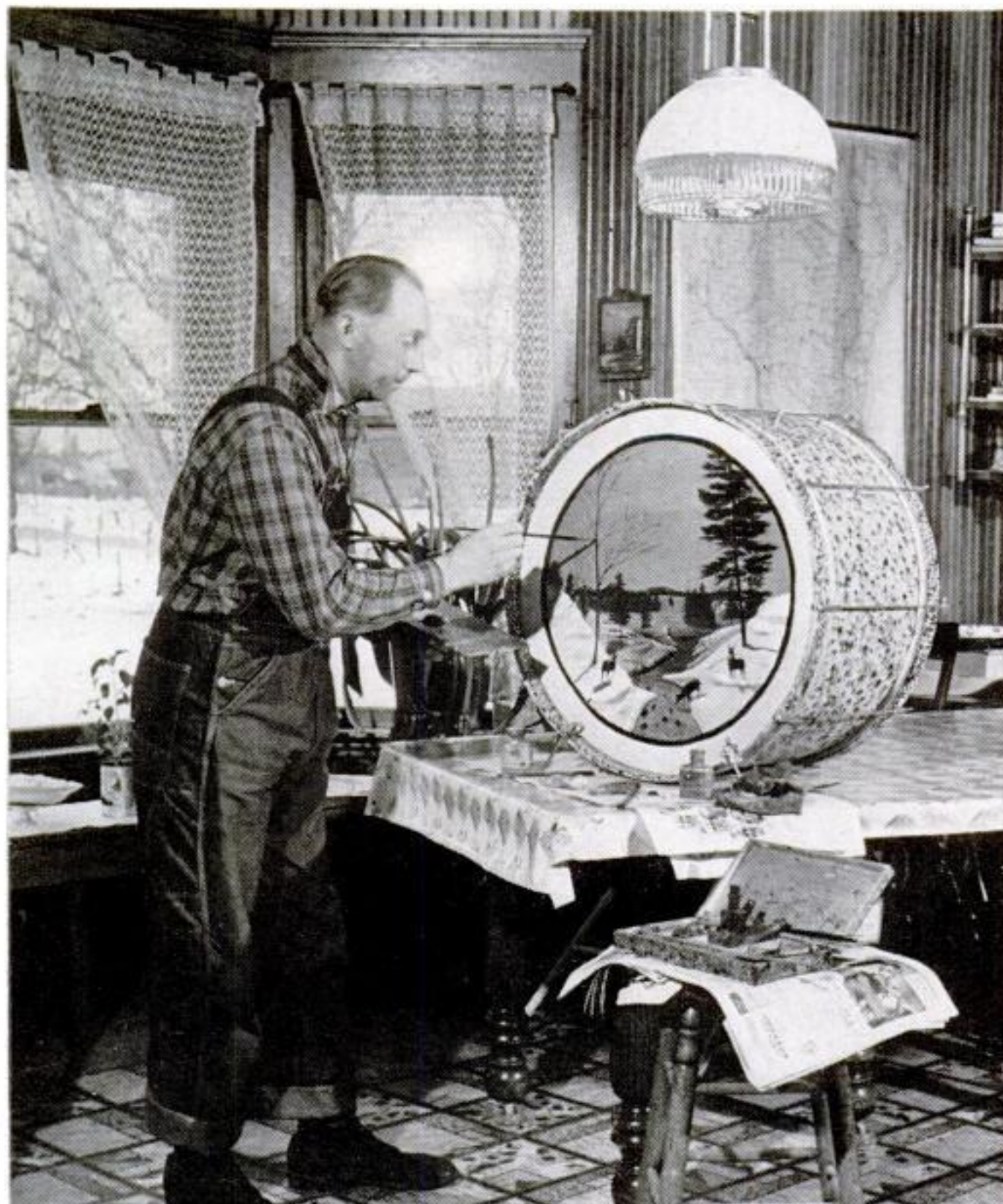
The job of discovering such retiring artists as Sugden is part of the College of Agriculture's general campaign to enrich the culture of rural districts. Throughout the State, county agents are on the lookout for rural talent, report it back to Dean Chris Christensen. Then Artist-in-Residence John Curry or Rural Sociologist John Barton jumps into his car, goes to encourage the artist on his home ground. Many a Wisconsin farmer has taught himself to paint well. But more important, he has learned to enjoy art as part and parcel of his daily life.



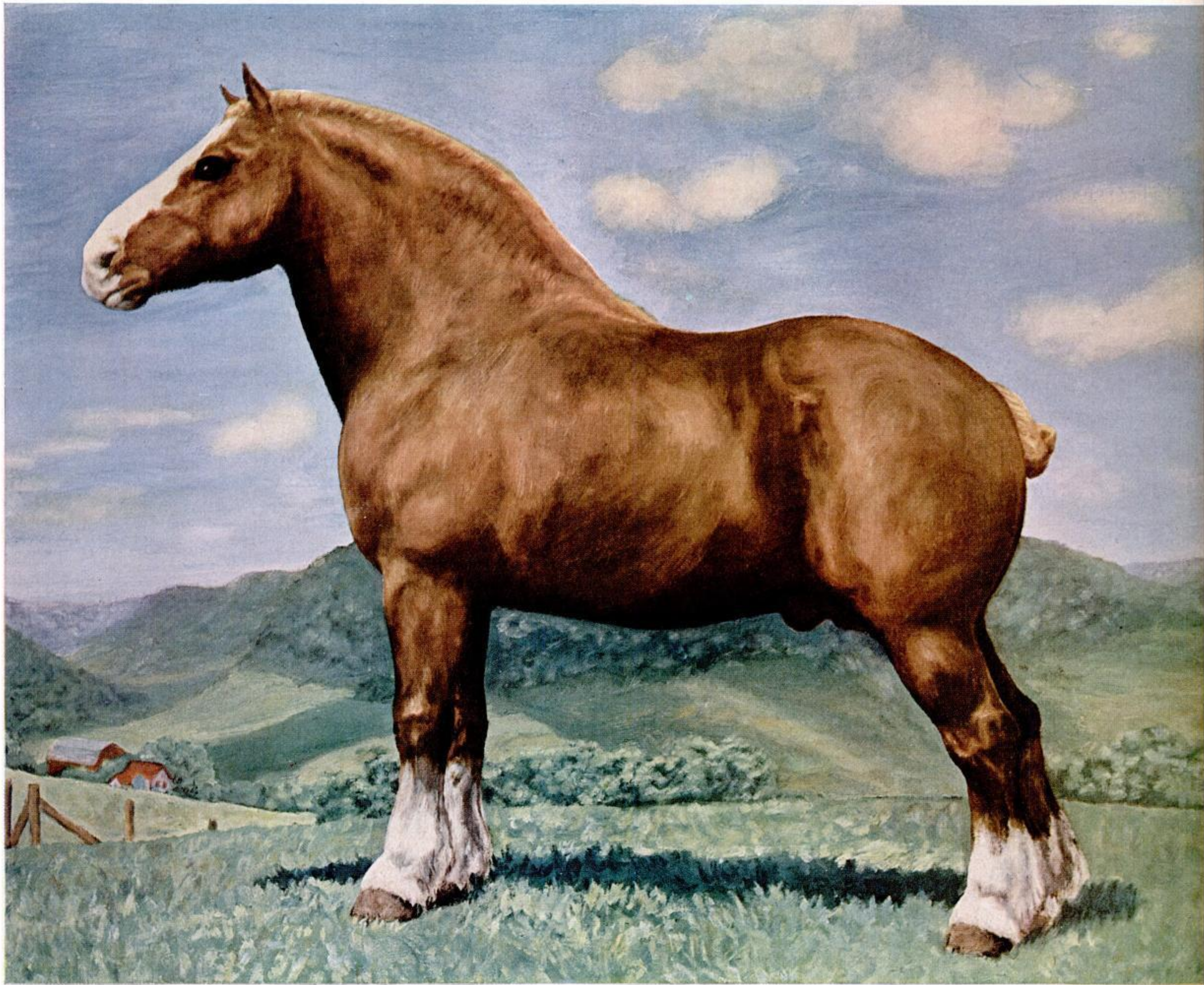
Earl Sugden, most versatile of Wisconsin artists, toots *Way Down in Missouri* on a shepherd's pipe he carved from a butternut tree. On shelf is his collection of painted tin birds, all representing Wisconsin species. The pictures in bottles are made by carefully pouring in different colored sands.



Emelia Snyder, whose *Oil* is on next page, paints a snowy landscape in her farmhouse. Here she lives with her mother who stands beside one of the typically American coal stoves that embellish rural parlors with their burnished curlicues. In corner is Artist Snyder's portrait of a neighbor.



Lloyd Scarseth decorates his drum with a winter view of deer drinking at a brook. He lives with his brother Clinton who plays with him in local band. Like some rural artists, Scarseth is also a taxidermist. His painting, *Milking Time*, is shown on page 78.



"Oil" is Emelia Snyder's title for this lordly Belgian stallion standing firm as a church on Wisconsin soil. She saw it

first at County Fair, later painted it at home from snapshots. Artist Snyder, 33, lives near Richland Center, studied art

only from a correspondence school in Minneapolis. She sold this painting to A. C. Bolz, a Madison meat packer, for \$75.



"Wisconsin Scene," done on a cornflake carton with ordinary barn paint, is by Earl Sugden, 56, of Yuba. Entirely self-taught, Sugden has a deep feeling for poetic landscapes which he dashes off in 45 minutes.



"Forest Fire" is by Mrs. James Summers, a quiet housewife from Greenleaf, who painted this exciting scene from memory of a fire she saw in northern Wisconsin.



"They're Cute When They're Small" is a dinner scene in the pigsty of Millie Lalk of Fort Atkinson, Wis. Artist Lalk acts in local plays, does lithographs and sculpture, plays saxophone in the farm band. She helped send two sons to University of Wisconsin by painting road signs.



"Milking Time" is by Lloyd Scarseth, 35, who owns 29 head of cattle and farms 120 acres near Galesville. This cattle parade, painted with unusual freshness and charm, is not copied from life. Says Dairyman Scarseth: "I've never painted a real scene, only imaginary ones."



"Wolf by the Lake" is by Herman Krause of Tomahawk who was impelled to paint this beast aprowl in the moonlight by hearing a real wolf howling at night in the North woods. One of Wisconsin's ace exhibitors, Krause paints entirely from imagination, specializes in somber

romantic landscapes in the manner of Albert Ryder. He does most of his art during the winter months when chores are lighter on his 222-acre farm. This winter Krause at 48 has started to whittle statuettes. He has made a copy of *Wolf by the Lake* which he will sell for \$25.



Iris Furman paints a barn from the window of her family's dairy farm near Oshkosh. One of Wisconsin's youngest artists, Iris also is busy in her family orchestra. With her sister and brother, Ione and Upton, she plays cello at dances all over Wisconsin.



Millie Lalk, whose farmyard scene is on page 78, paints another farm view from her back porch. She studied briefly at Chicago, crusades for art in Wisconsin schools. Says she: "Everyone should do two things: read the Bible and follow some hobby."



Ambrose Ammel of Pipe Village completes a study of lilies in his attic studio. Ammel, 47, lives with his mother, 85. He is a general handy man, makes his own picture frames, developed his art from taxidermy. Raccoons in corner are his handiwork.

How's your "Pep Appeal"?

—by Williamson



Barbara: Who are *you* to say I haven't any *pep appeal*!
Auntie: Dear! Dear! A little job for me.



Auntie: Good morning, children. Did I hear some one mention PEP? I was just thinking how *delicious* a bowl of KELLOGG'S PEP would taste for breakfast. And, you know, it's rich in two important vitamins. Vitamins for pep! Let's have some!



Auntie: Yes, my dears, there would be no pep in any of us—no what you call "oomph"—without vitamins. We need them all. And that delicious cereal, KELLOGG'S PEP, is extra rich in *two of the most important ones*—vitamins B₁ and D.

Bob: Saay! This PEP *tastes* swell!



Barbara: Now that we've learned about vitamins and KELLOGG'S PEP, just watch me become your "pep appeal" girl.

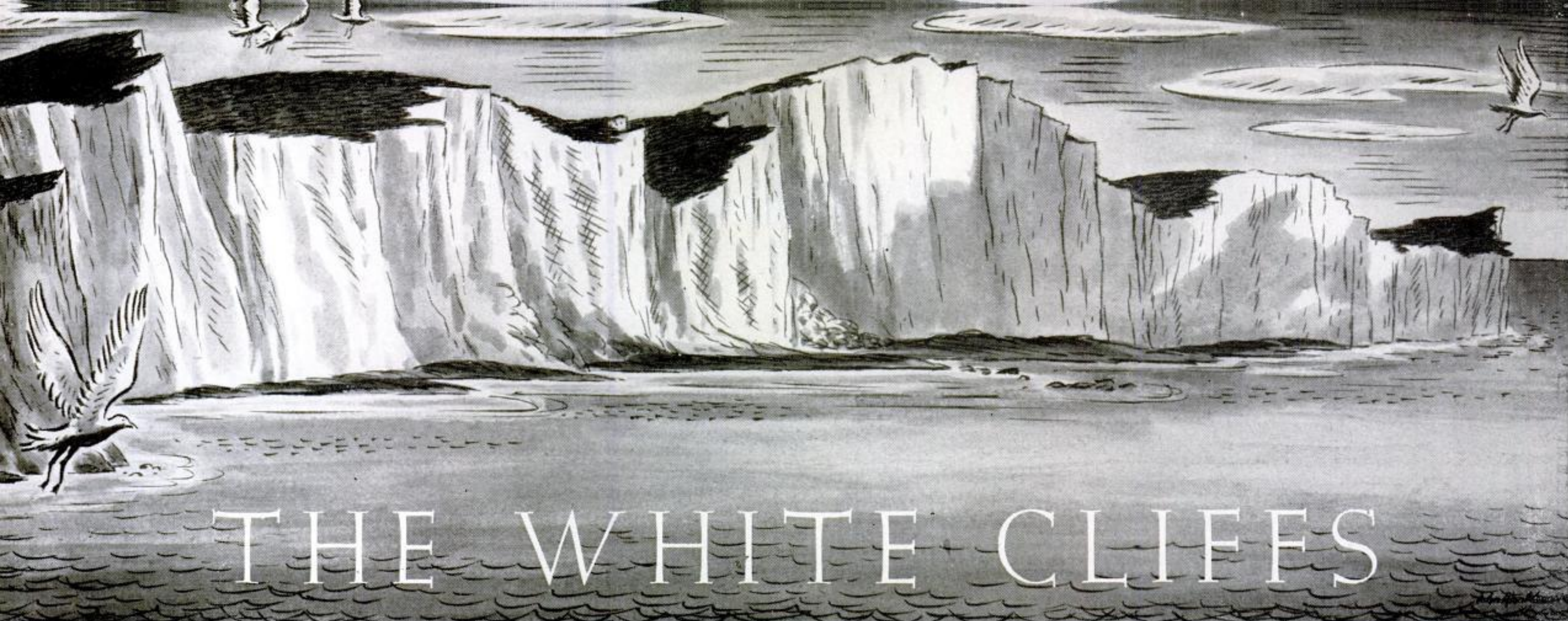
Bob: I'll sure be watching!

Vitamins for pep! Kellogg's Pep for vitamins!

Pep contains per serving: 4/5 to 1/5 the minimum daily need of vitamin B₁, according to age; 1/2 the daily need of vitamin D. For sources of other vitamins, see the Pep package.

MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT, 1941, BY KELLOGG COMPANY



THE WHITE CLIFFS

BY ALICE DUER MILLER

A book of poetry which makes the best-seller list is a rare event in publishing. *The White Cliffs* (Coward-McCann, \$1), by one of America's most successful women writers, has been No. 2 on the non-fiction list for two months, ranking second only to *Out of the Night*.

The White Cliffs tells the story of an American girl who goes to England in the spring of 1914 and at a party in London meets the second son of a noble family. They fall in love and Johnnie, the boy, takes Susan, the girl, to meet his widowed mother, Lady Jean. One

week after war starts they are married. Johnnie and Percy, his older brother, go off to war and are both killed. Susan, in England, bears a son. When this new war comes, Susan faces the decision of sending him off to fight.

Written with affection but also with candor, *The White Cliffs* puts into words what many Americans are now thinking and feeling about England. At LIFE's request, Alice Duer Miller has made the following condensation of the poem in about one-quarter its original length.

*I have loved England, dearly and deeply,
Since that first morning, shining and pure,
The white cliffs of Dover, I saw rising steeply
Out of the sea that once made her secure.*

*I had no thought then of husband or lover,
I was a traveler, the guest of a week;
Yet when they pointed "the white cliffs of Dover,"
Startled I found there were tears on my cheek.*

*I have loved England, and still as a stranger,
Here is my home, and I still am alone.
Now in her hour of trial and danger,
Only the English are really her own.*

*

*A light blue carpet on the stair
And tall young footmen everywhere,
Tall young men with English faces
Standing rigidly in their places,
Rows and rows of them stiff and staid
In powder and breeches and bright gold braid.*

*I went up the stairs between them all,
Strange and frightened and shy and small,
And as I entered the ballroom door,
Saw something I never had seen before
Except in portraits — a stout old guest
With a broad blue ribbon across his breast —
That blue as deep as the Southern sea,
Bluer than skies can ever be —
The Countess of Salisbury — Edward the Third —*

*No damn merit — the Duke — I heard
My own voice saying: "Upon my word,
The Garter!" and clapped my hands like a child.*

*Someone beside me turned and smiled,
And looking down at me said: "I fancy
You're Bertie's Australian cousin Nancy.
He told me to tell you that he'd be late
At the Foreign Office, and not to wait
Supper for him, but to go with me,
And try to behave as if I were he."*

*I should have told him on the spot
That I had no cousin — that I was not
Australian Nancy — that my name
Was Susan Dunne, and that I came
From a small white town on a deep-cut bay
In the smallest state in the U. S. A.
I meant to tell him, but changed my mind —
I needed a friend, and he seemed kind,
So I put my gloved hand into his glove,
And we danced together — and fell in love.*

*

*We went to the tower, We went to the zoo,
We saw every flower in the gardens at Kew.
We saw King Charles a-prancing on his long tailed horse.
And thought him more entrancing than better kings, of course.
At a strange early hour, in St. James's palace yard,
We watched in a shower the changing of the guard.
And I said, what a pity, to have just a week to spend,
When London is a city whose beauties never end!*

Get all the **SLEEP** you pay for



IT USED TO BE that you had your choice of only two basic types of inner-spring mattresses — either the "cloth pocket" style with its many free-action springs, or the "knotted coil" design with its all-steel durability. Each, in its own right, has made mattress history — *but neither went far enough . . .* Then came Spring-Air — bringing to reality a construction that now simplifies your selection of a mattress. In that construction are neither knotted coils nor cloth pockets to restrict the comfort or shorten the mattress life. Having none of the drawbacks, it combines the best features of *both* of the old types . . . *In truly scientific manner, nine different types of spiral springs are arranged to give self-adjusting support to your particular weight and shape. Softness where you want it; firmness where it need be — comfort that fits! . . .* There is a total absence of loose springs, hard rings, rubbing of spring against spring — none of the frictions and bindings that sap away comfort and rest. Get complete comfort — get it for keeps!

GET ALL THE VITAL VALUES—
ONLY *Spring-Air* HAS THEM

1 COMFORT THAT FITS



Spring-Air adjusts automatically to your weight and shape, giving you Comfort That Fits, as though it were tailor-made just for you.

2 COMFORT FOR KEEPS



Spring-Air's buoyancy is self-perpetuating, giving you Comfort for Keeps—definitely guaranteed for as many as 15 years.

3 SCIENTIFICALLY COMPLETE



Spring-Air has all the desirable features you want in a mattress—it is Scientifically Complete, right down to the smallest detail.

4 RATIFIED BY CONSUMERS



Spring-Air has proven true to its promises—it is Ratified by Consumers—meeting the experience test better than any other mattress.

The "Spring-Air" name is a registered trade-mark of the
SPRING-AIR COMPANY • HOLLAND • MICH.

SPRING - AIR MATTRESS

Model illustrated is \$39.50
Other styles in wide range of colors from \$24.50 up
Wherever Good Bedding is sold

Calvin Merrick, yachtsman,
of 623 Wrightwood Avenue,
Chicago, Ill., says,

*I've been tying up to
TEN HIGH for 5 years
now—its fine bourbon
flavor always satisfies!*



Meet Private Pilot No. 71342! OMAR
"WHITEY" DODSON has lots of friends
down in Durham, North Carolina—he
operates an airport in East Durham. A
charter member of the TEN HIGH 5-year
users, "Whitey" says, "Frankly, I don't
drink very often. But once in a while
when I'm off duty, it's fun to relax and
enjoy a TEN HIGH highball. I've stuck
to TEN HIGH for 5 years because it's
always just right—light yet mighty tasty
and satisfying."

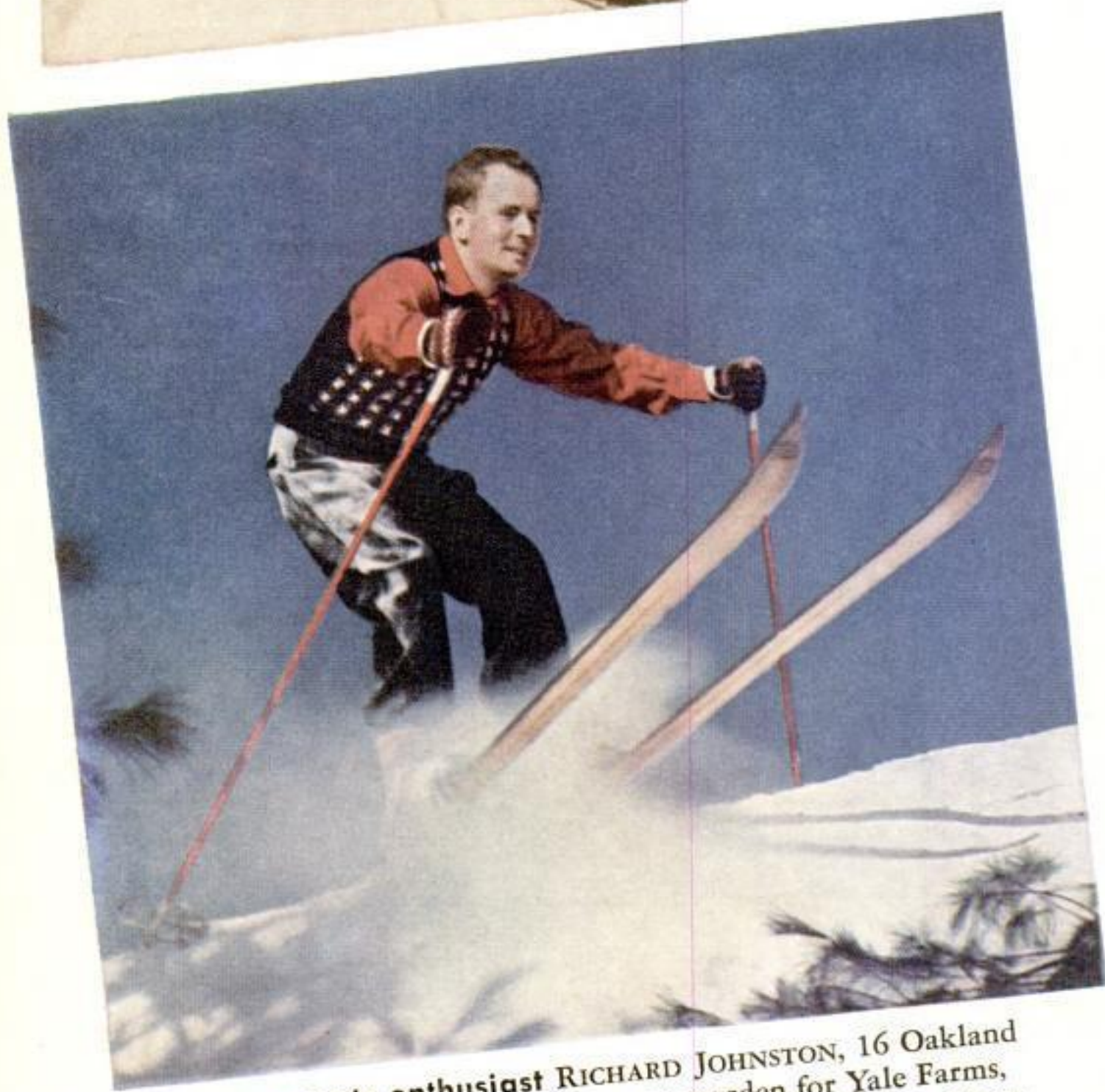


When these men say,

"Ten High is always right!"

they're talking from
experience—5 years of it!

After all, isn't it pleasure... sociability...
that you drink for? Then why not try the
famous whiskey that's been doubling
America's enjoyment for 5 long years?
Thousands of members of the 5-year club
say, "TEN HIGH treats your taste—and your
pocketbook—right!" TEN HIGH is all
whiskey—so straight and smooth there's not
a "rough edge" in a barrelful! Ask for TEN
HIGH at your liquor store or bar tonight.



Winter sports enthusiast RICHARD JOHNSTON, 16 Oakland
Avenue, Milford, Connecticut, game warden for Yale Farms,
says, "TEN HIGH has been my whiskey for 5 years. TEN HIGH
has such an enjoyable flavor and is so smooth that it's really
pleasant to sip it neat—after a ski race down the mountain!"



Double your enjoyment

STRAIGHT BOURBON WHISKEY • STRAIGHT RYE WHISKEY • 90 PROOF • HIRAM WALKER & SONS INC., PEORIA, ILL.



"JOHNNIE AND I WERE MARRIED. . . ."

(continued)

Johnnie's mother, the Lady Jean,
Child of a penniless Scottish peer,
Was handsome, worn high-colored, lean,
With eyes like Johnnie's—more blue and clear—
Like bubbles of glass in her fine tanned face.

Quiet, she was, and so at ease,
So perfectly sure of her rightful place
In the world that she felt no need to please.

*

And presently she said as they
Sooner or later always say:
"You're an American, Miss Dunne?
Really you do not speak like one."
She seemed to think she'd said a thing,
Both courteous and flattering.
I answered, though my wrists were weak
With anger "Not at all, I speak —
At least I've always thought this true —
As educated people do
In any country — even mine."
"Really?" I saw her head incline,
I saw her ready to assert
Americans are easily hurt.

*

Johnnie and I were married. England then
Had been a week at war, and all the men
Wore uniform, as English people can,
Unconscious of it. Percy, the best man,
As thin as paper and as smart as paint,
Bade us good-by with admirable restraint,
Went from the church to catch his train to hell,
And died — saving his batman from a shell.

*

We went down to Devon,
In a warm summer rain,
Knowing that our happiness
Might never come again.
I not forgetting
"Till death us do part"
Was outrageously happy
With death in my heart.

CONTINUED ON NEXT PAGE

WELL DRESSED MEN ARE

*Taking to
Covert*

IN PIONEER

**STREAMLOX
BRACES**

. . . and no wonder! This widely
favored fabric will be your favorite
too, when you wear a pair of
Streamlox (no-button) Braces fash-
ioned of richly-textured Covert
elastic. They'll give the correct
"lift" to your trousers and a plus
to your pride!

Remember, Pioneer Streamlox are
the original clip-on braces that
keep your trousers correctly lined-
up and are tops in comfort, con-
venience and smart style.



\$1

PIONEER

ACCESSORIES FOR MEN . . . SINCE 1877
PHILADELPHIA, PENNA.



*The people of British Columbia warmly
invite the other people of the Americas to
enjoy Canada's Finest Vacation land—
and assure them that war activities have
not disturbed in the least any of the facilities
for enjoyment of every Sport & Recreation
or the unique opportunities for Peace and
Relaxation by Mountain, Lake and Sea.*

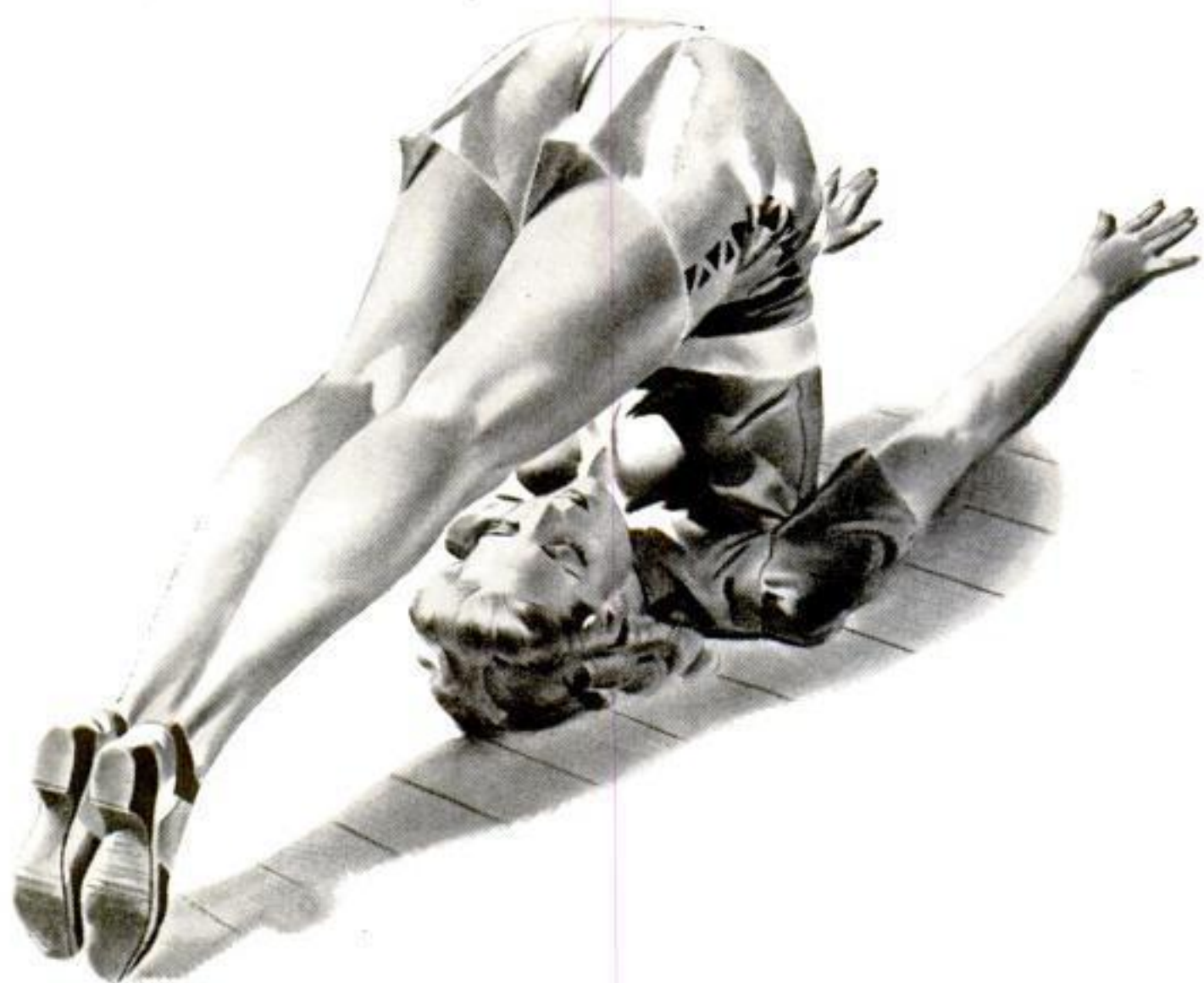
*Your only requisite is proof of United
States Citizenship to facilitate return
passage across the Friendly Border!*

M. Atello

PRIME MINISTER OF BRITISH COLUMBIA

THIS IS YOUR PERSONAL INVITATION TO
CANADA'S MOST WESTERLY PROVINCE
British Columbia
THE VACATION LAND THAT HAS EVERYTHING!

All This...And Millions Too!



A TYPICAL FIGURE-SLIMMING COURSE puts you through hours of strenuous exercise and massage. It also takes out of American women's pockets millions of dollars. But women are getting lovelier figures every day...immediately...by slipping into Munsingwear foundation garments.



EASILY, SMOOTHLY, a Munsingwear "Foundette" persuades your figure into younger lines. The secret is this amazing 3-Way Control. Roundabout Stretch molds your figure. Vertical Stretch gives you freedom and comfort. Posture-Control plays down figure-faults by holding you in better lines.

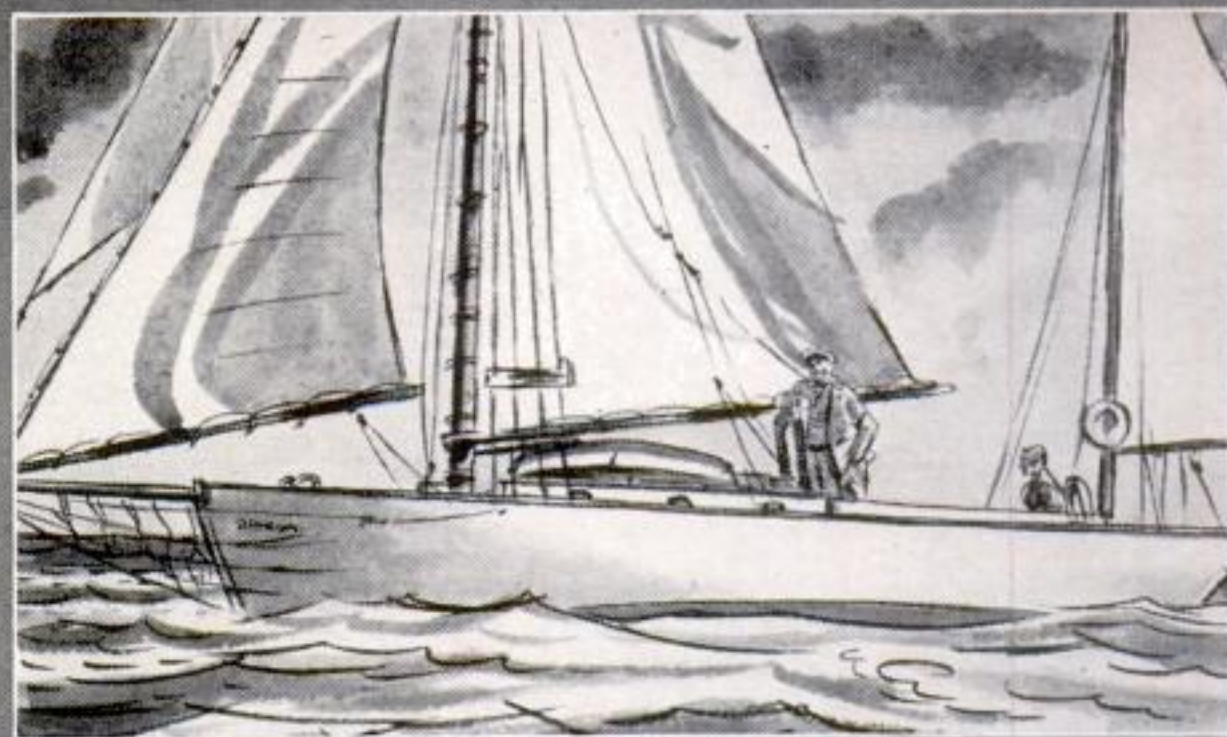
Power tissue-weight **Du Pont nylon** makes "Foundette" pantie-girdle #4287 firm, light. Also full-lengths and girdles, knit or woven of "Lastex" yarn. At better corset departments everywhere. Munsingwear, Inc., Minneapolis, New York, Chicago.

MUNSINGWEAR

Foundettes

REG. U. S. PAT. OFF.

FOUNDATIONS FOR AGES 14 TO 40



"...SAILING A YAWL IN NARRAGANSETT BAY"

(continued)

Lovers in peacetime
With fifty years to live
Have time to tease and quarrel
And question what to give,
But lovers in wartime
Better understand
The fullness of living,
With death close at hand.

*

My father wrote me a letter —
My father scholarly, indolent, strong
Teaching Greek better
Than high school students repay —
Teaching Greek in the winter, but all summer long
Sailing a yawl in Narragansett Bay.

"So, Susan, my dear," the letter began,
"You've fallen in love with an Englishman.
Well, they're a manly, attractive lot,
If you happen to like them, which I do not.
I am a Yankee through and through,
And I don't like them, or the things they do.
Whenever it's come to a knock-down fight
With us, they were wrong, and we were right,
If you don't believe me, cast your mind
Back over history, what do you find?
They certainly had no justification
For that maddening plan to impose taxation
Without any form of representation.
Your man may be all that a man should be,
Only don't you bring him back to me,
Saying he can't get decent tea —
He could have got his tea all right
In Boston Harbor a certain night,
When your great-great-grandmother—also a Sue
Shook enough tea from her husband's shoe
To supply her house for a week or two.
The war of 1812 seems to me
About as just as a war could be.
How could we help but come to grips
With a nation that stopped and searched our ships,
And took off our seamen for no other reason
Except that they needed crews that season?

CONTINUED ON PAGE 86

I Was All In ... But the Major's "33 to 1" SAVED THE DAY FOR ME!



HERE'S HOW "33 TO 1"
DID THE TRICK



WISE FELLOW, THE MAJOR!
BLENDING 33 BREWS
CERTAINLY MAKES *ONE*
DELICIOUS BEER!



Yes, REAL BEER LOVERS know it's *smart* to order Pabst Blue Ribbon. It has something you enjoy in no other beer: a BLEND of 33 fine brews to make *one* single glass! As in the finest coffee and champagne, it's this *expert blending* that gives Blue Ribbon its smoother, tastier, unvarying goodness. Today—treat yourself to a cool, foaming glass—and *prove* it!

**33 FINE BREWS BLENDED
TO MAKE ONE GREAT BEER!**

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... with a Blue Ribbon on it



Enjoy it in full or club size bottles, handycans,
and on draft at better places everywhere.

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Miss Swank

STRAIGHT-PLUS-BIAS SLIPS

with Eyelet Embroidery



You Can't be REGAL
If You WRIGGLE

*in a slip that twists,
rides and bunches.*

SOLUTION: WEAR MISS SWANK SLIPS with the famous original STRAIGHT-PLUS-BIAS construction—straight side sections that never ride, bunch or twist, plus bias front panels that fit s-m-o-o-t-h-l-y!

SILK and BEMBERG*
rayon satin velour

Woven of Bemberg rayon and silk. Lustrous and tub-resistant. Tearose & White. About \$3 at fine stores everywhere, including:
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FRANKLIN SIMON'S . . . NEW YORK
FREDERICK LOESER . . . BROOKLYN

*Reg. U. S. Pat. Off.

MISS SWANK, Inc., 112 Madison Ave., N.Y.



"TO ME A SON WAS BORN..."

(continued)

All very long ago, you'll say,
But whenever I go up Boston-way,
I drive through Concord — that neck of the wood,
Where once the embattled farmers stood,
And I think of Revere, and the Old North Steeple,
And I say, by heck, we're the only people
Who licked them not only once, but twice.
Never forget it — that's my advice.
They have their points — they're honest and brave,
Loyal and sure — as sure as the grave,
They make other nations seem pale and flighty,
But they do think England is God almighty,
And you must remind them now and then
That other countries breed other men.
From all of which you will think me rather
Unjust. I am. Your devoted Father.

*

Out of the dark and dearth
Of happiness on earth,
Out of a world inured to death and pain;
On a fair Spring morn
To me a son was born,
And hope was born — the future lived again.

To me a son was born,
The lonely, hard, forlorn
Travail, was, as the Bible tells, forgot.
How old, how commonplace
To look upon the face
Of your first-born, and glory in your lot.

To look upon his face,
And understand your place
Among the unknown dead in churchyards lying,
To see the reason why
You lived, and why you die —
Even to find a certain grace in dying.

*

"I want him called John after you,
or if not that I'd rather . . ."
"But the eldest son is always called Percy, dear."
"I don't ask to call him Hiram, after my father —"
"But the eldest son is always called Percy, dear."
"But I hate the name Percy.
I like Richard or Ronald,
Or Peter like your brother,
or Jan or Noel or Donald —"
"But the eldest is always called Percy, dear."

CONTINUED ON PAGE 88

Here's word of undies really new, in rayon yarn of super-strength — Crown Tested rayon fabric, too, that will not shrink or sag in length. They're run-resist, boast magic fit, and NYLON seams that will not split!

ALL STYLES **59c**

ALSO REGULAR DOVE SKIN UNDIES AT 39c At Leading Stores

LUXURAY, INC., 330 FIFTH AVENUE, N.Y.

Start Right! with MINER'S Liquid MAKE-UP

The New Way to ALL-DAY Face Glamour!

"Start right!" Every time you put on fresh make-up, try this modern way to make it "stay-put". Use MINER'S LIQUID MAKE-UP, the perfectly blended powder-and-base in one. It's non-greasy . . . goes on smoothly . . . hides complexion lines and blemishes . . . banishes nose shine and imparts lasting velvety glamour without frequent re-powdering. **Stays on for hours!**

Dazzle the stag-line! Use it on back, shoulders and arms, too, for evening wear. 5 flattering shades! Try it today!

MINER'S Liquid MAKE-UP

50c at cosmetic counters; trial size 10c

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Send Coupon and 3c Stamp

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RACHELLE <input type="checkbox"/>	I enclose 3¢ stamp to cover mailing cost. Send me generous sample of Miner's Liquid Make-up FREE!
BRUNETTE <input type="checkbox"/>	Name _____
SUNTAN <input type="checkbox"/>	Address _____
HAWAIIAN <input type="checkbox"/>	

Owners call them
 "cars with brains"
 and
*Studebaker engineering
 is the reason*



WHEN you hear a Studebaker owner proudly boasting that his Studebaker almost "thinks" for itself, the genius that sparks Studebaker engineering progress gets a well-deserved compliment.

Studebaker cars run smoothly, dependably, with scarcely any driving effort, because—along with many other advancements—Studebaker engineers have pioneered more successful automatic controls for cars than any other group in the automobile business.

Studebaker owners enjoy these advantages, because Studebaker is an independent—and, for that reason, has always attracted to its research laboratories and engineering staff men of initiative and long-range vision.

Public demand has inevitably brought many important Studebaker engineering developments to other cars, later on. But you never need to wait for that. Right now, the brilliant Studebaker engineers, the able Studebaker production executives and the expert Studebaker craftsmen, as usual, are ahead of the times with the brilliant-performing Champion, Commander and President.

What motoring "first" is on the way here? Pictured above are William S. James, chief engineer, and Roy E. Cole, vice president in charge of engineering, at Studebaker. They head a staff of brilliant men who command the respect of all automotive engineers for their development of "firsts", for their steadfast refusal to produce inferior or ordinary designs, for their fast action on tough problems.



**Craftsmen averaging 44 years of age
 and 13 years on their jobs!**

There's no group like Studebaker's master craftsmen in any other automobile factory. Pictured is Wm. C. Zetowski, a Studebaker man since 1903. Studebaker cars stay singularly free from costly repairs, bring exceptionally high allowances as used cars, because Studebaker's painstaking craftsmen proudly remain Studebaker craftsmen for a lifetime!

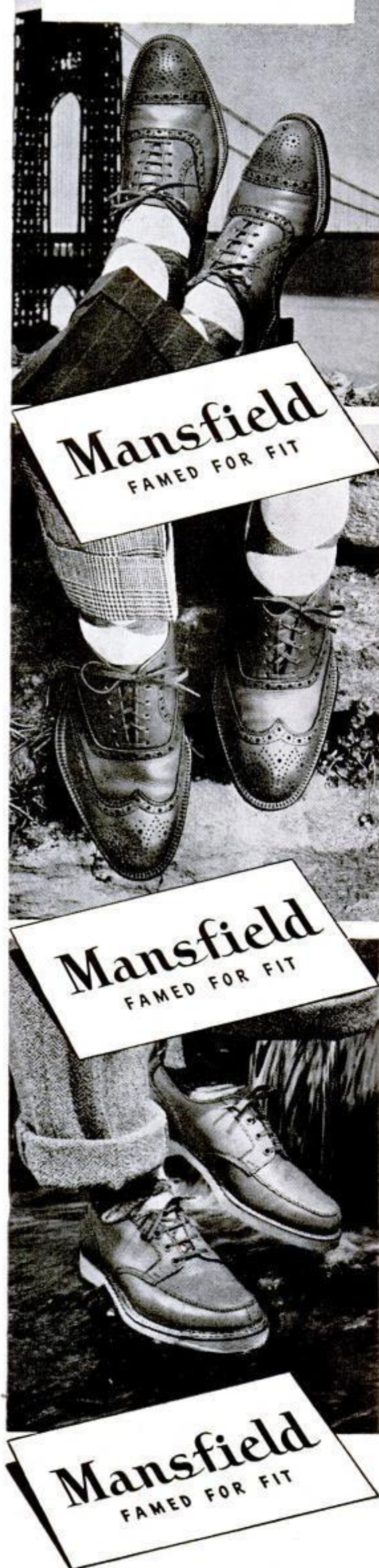
STUDEBAKER
THE GREAT INDEPENDENT

The sensationally popular 1941 Studebaker Champion—the highest quality car in the lowest price field and one of the most talked-about cars on the market. The long, low, exceptionally roomy Studebaker Champion Club Sedan, pictured, is packed with a long list of quality features yet it delivers, completely equipped, at factory, South Bend, Ind. for \$740—contrasting color belt at slight extra cost. See your local Studebaker dealer. C.I.T. terms.

**PRICES BEGIN AT
 \$695 FOR
 A COUPE**

These are delivered prices at factory, South Bend, Indiana, as of Mar. 6, 1941—subject to change without notice—Federal tax included.

SPRING FOOT TONIC



THEY ALWAYS GET THEIR MANSFIELDS

Who? Why all men of action, young and old, who favor good shoes at a price. Where else, but Mansfields, can you get style that holds up, plus comfort that never lets you down, for only \$5.00 to \$6.50! *Ranger* (top); *Tremblay* (center); *Hiboy* (bottom). **\$5 to \$6.50**

MANSFIELD SHOES • WHITMAN, MASS.



"NANNY BROUGHT UP MY SON..."

(continued)

Bad news is not broken, by kind tactful word.
The message is spoken ere the word can be heard.
The eye and the bearing, the breath make it clear,
And the heart is despairing before the ears hear.
I do not remember the words that they said:
"Killed, Douai, November," I knew John was dead.
All done and over — that day long ago —
The white cliffs of Dover — little did I know.

*

Nanny brought up my son, as his father before him,
Austere on questions of habits, manners, and food.
Nobly yielding a mother's right to adore him,
Thinking that mothers never did sons much good.

*

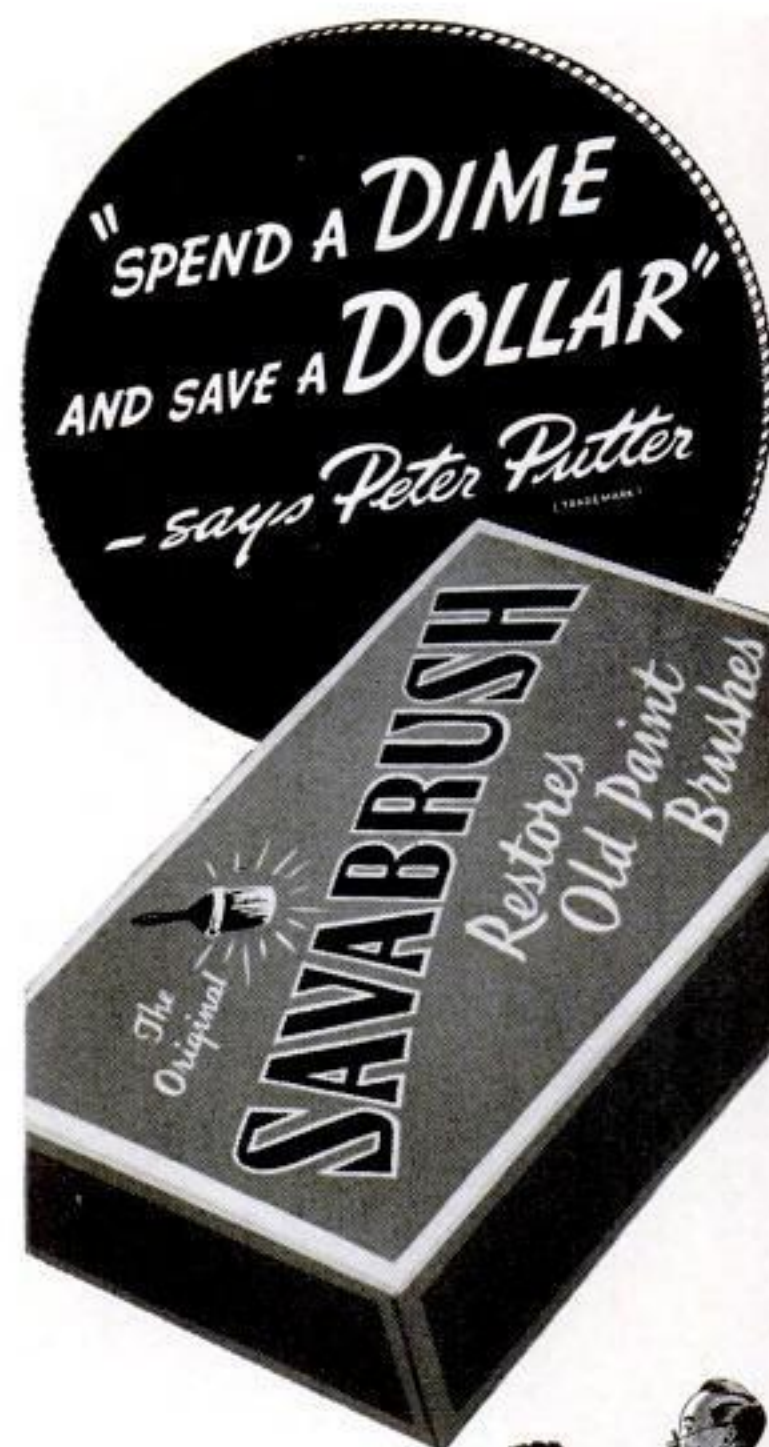
Later than many, earlier than some,
I knew the die was cast — that war must come,
That war must come. Night after night I lay
Steeling a broken heart to face the day
When he, my son—would tread the very same
Path that his father trod. When the day came
I was not steeled — not ready. Foolish, wild
Words issued from my lips — "My child, my child,
Why should you die for England too?" He smiled:
"Is she not worth it, if I must?" he said.
John would have answered yes, but John was dead.

*

Is she worth dying for? My love, my one
And only love had died, and now his son
Asks me, his alien mother, to assay
The worth of England to mankind today —
This other Eden, demi-paradise,
Ah, no, not that — not Shakespeare — I must be
A sterner critic. I must weigh the ill
Against the good, must strike the balance, till
I know the answer — true for me alone —
What is she worth — this country — not my own?

I thought of my father's deep traditional wrath
Against England, the redcoat bully, the ancient foe,
That second reaping of hate, that aftermath
Of a ruler's folly and ignorance long ago —
Long, long ago — yet who can honestly say
England is utterly changed — not I — not J.
Arrogance, ignorance, folly are here today.
And for these my son must die?

CONTINUED ON PAGE 90



"Good paint brushes come high these days. No sense throwing your old ones away. Let Savabrush save 'em. Loosens paint, varnish, shellac, enamel. Makes bristles good-as-new overnight!" At paint, hardware stores. If not, send 10¢ for postpaid package: Schalk Chemical Company, 351 East Second Street, Los Angeles. **10¢**



FOR EASTER

give this smart, gay package of hosiery and Royal Rinse.



The new way to wash silk or nylon hosiery

ROYAL RINSE

An Easter gift package to hold Royal Rinse. You purchase hosiery, too, to make the gift complete. Royal Rinse needs no soaps, no repeated rinsing. Put a fingertipful in cool water, wash stockings in a jiffy, preserve the elasticity and delicate dye tints. Mud, grease or suede marks easily removed from stockings while wearing. Economy jar (3 months' supply) **50c.**



Smart purse size tube 15c

For sale at the hosiery counter of Department Stores, Specialty Shops, Shoe and Hosiery Shops. ROYAL RINSE, Inc. 2010 Sanson St., Philadelphia, Pa.



American Engines Prove Their Mettle

Direct From the Airdromes of England Comes New Recognition of RELIABILITY as a Vital Military Asset

DAY after day, under the relentless pressure of continuous combat, thousands of Pratt & Whitney engines are answering the call of the Royal Air Force with eager power. Report after report reaffirms the ability of these air-cooled engines to take terrific punishment and still continue to pour out dependable power.

This reliability is the natural result of a great American characteristic—the genius for quantity production to high standards of precision. It was

the dependability of American air-cooled engines which in peacetime led to their sweeping success on airlines all over the world. Now this same quality becomes vital to the defense of a nation.

Americans can congratulate themselves that this dependability of engine performance is a traditional American

quality. It is bred into every Pratt & Whitney engine that goes out to the flying forces of the United States Army and Navy.

UNITED AIRCRAFT CORPORATION

EAST HARTFORD • CONNECTICUT



PRATT & WHITNEY ENGINES



VOUGHT-SIKORSKY AIRPLANES



HAMILTON STANDARD PROPELLERS

LOOK YOUNGER
FEEL BETTER!



Inset Shows Extra Pouch
for Frequent Changes

PARIS GARDS

Streamline Your Waistline

If you've been putting inches on your waistline and years on your appearance take them off with PARIS GARDS.

- Restore trim athletic appearance
- Assure ample support for sports activities
- Promote correct posture
- Relieve fatigue from walking and driving
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\$2 With TWO detachable, fly-front pouches

A masculine garment scientifically designed and expertly tailored by the makers of Paris Garters, Suspenders and Belts—and that means Quality.

Paris Gards—worn by doctors and surgeons—are accepted for advertising by THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION.

Be sure to get yours today ... you'll look better—feel better, too!

MAIL-O-GRAM

(If your dealer cannot supply you)

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Please send me.....PARIS GARDS
at \$2 each.

Waist size..... Enclosed is check.....

Money Order..... Currency..... for \$.....

Name.....

Address.....

Dealer's Name, Please.....



"WHAT IS SHE WORTH—THIS COUNTRY—NOT MY OWN?"

(continued)

And then, and then,
I thought of Elizabeth stepping down
Over the stones of Plymouth town
To welcome her sailors, common men,
Feeling their fate was England's fate,
Coming to save it a little late,
Much too late for the easy way,
Much too late, and yet never quite
Too late to win in that last worst fight.

*

Not to rise up in a sudden gust
Of passion — not, though the cause be just;
Not to submit so long that hate,
Lava torrents break out and spill
Over the land in a fiery spate;
Not to submit forever, until
The will of a country is one man's will,
And every soul in the whole land shrinks
From thinking — except as his neighbor thinks.
Men who have governed England know
That dreadful line that they may not pass.
Even Elizabeth long ago
Dared not oppose the sullen might
Of the English, standing upon a right.

*

And were they not English, our fathers, never more
English than when they shook the dust of her sod
From their feet forever, angrily seeking a shore
Where in his own way a man might worship his God.
Never more English than when they dared to be
Rebels against her — that stern intractable sense
Of that which no man can stomach and still be free,
Writing: "When in the course of human events ...
Writing it out so all the world could see
Whence come the powers of all just governments.
The tree of Liberty grew and changed and spread,
But the seed was English.

*

I am American bred,
I have seen much to hate here — much to forgive,
But in a world where England is finished and dead,
I do not wish to live.



"Date-Ability"...
do you have it?

Joan knows the secret of
"date-ability"!

Joan sweetens her body, after the
bath, with April Showers Eau de
Cologne ... dusts herself with deli-
cately scented April Showers Talc
... touches the lobes of her ears
with April Showers Perfume. She
knows that date-ability is a simple
matter ... if you use your head
... and April Showers. Exquisite
but not Expensive.

CHERAMY
PERFUMER

April
Showers
Talcum

MEN LOVE "THE
FRAGRANCE OF YOUTH"



THE SECRET OF HEALTHY HAIR

Hair getting thin? Bothered by dandruff? Don't waste time moping or doping your hair. Wake up your scalp and see the difference, *feel* the results. Let Vitabrush, the new electric driven scalp brush, answer your hair worries in a sensible, positive way. 5000 stimulating, vitalizing strokes per minute. Use Vitabrush only 3 minutes a day. Restful. Pleasant. Satisfying. Recommended by scalp authorities. Available in several models. Satisfaction guaranteed. Write now for full information including details of special money-back trial offer.

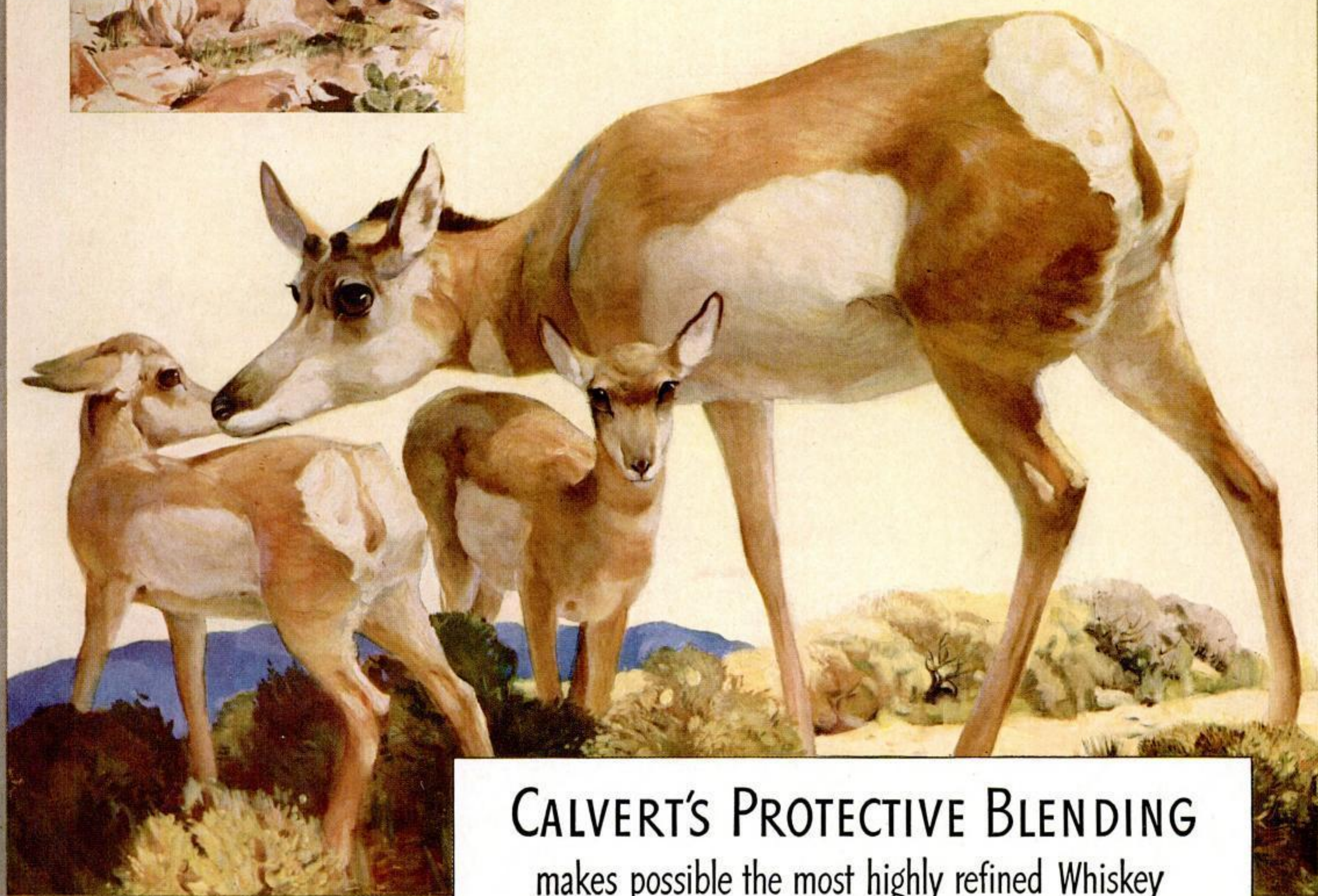
HERSHEY MFG. CO., 189 S. La Salle, Chicago

DISTRESS OF **COLDS**
feel better Quicker with
SALICON TABLETS
FASTER THAN QUININE

NATURE'S PROTECTIVE BLENDING PROTECTS THE ANTELOPE

LEFT: Mother Antelope takes full advantage of Nature's Protective Blending. Here, among sagebrush, cactus and tumbleweed, her fawns find sanctuary. She hides them here when danger is near.

BELOW: Not often would Mother Antelope expose her young in the open like this. Away from Nature's Protective Blending they would be at the mercy of wolf, coyote and eagle.



CALVERT'S PROTECTIVE BLENDING makes possible the most highly refined Whiskey



BEN: You always drink Calvert. Don't you ever change your brand? I get so fed up with every...

LEN: Yes, I know—you're like a million other guys—looking for a whiskey that tastes good. Here! Try my brand.

BEN: Sa-a-ay! Is *that* Calvert? Awfully good— isn't it! Listen, Len! Is it *always* that good?

LEN: Always! The fellow in my liquor store says Calvert's middle name is "Uniformity."*Glad you like it.

**The unvarying fine flavor and quality of Calvert Whiskey are assured by Calvert's exclusive Protective Blending*

CLEAR HEADS (CLEAR-HEADED BUYERS)

CALL FOR Calvert



BLENDED WHISKEY Calvert "Reserve": 86.8 Proof— 65% Grain Neutral Spirits . . . Calvert "Special": 90 Proof—72½% Grain Neutral Spirits. Calvert Distillers Corporation, New York City



The note my daughter left

"DEAR MOTHER," the letter said.

"Remember how your sophisticated daughter got all choked up this morning before the wedding? I was trying to tell you something, and got so weepy I couldn't—

"I was trying to thank you and Dad for being what you are—the grandest Mother and Dad any girl ever had.

"But that's not all. I wanted to tell you about something you may not even know you've given me. It's a sort of feeling, I guess, about—well, what I'd call a 'gentle' home, and a friendly, gracious way of living in it. (Imagine hearing this from your jitterbug daughter!)

"You've taught me that it doesn't take wealth to live nicely. That a little good taste

counts more than a lot of flash. I hope I keep on remembering.

"I might have *known* you'd give me that lovely sterling as a wedding present—but I didn't even dare hope!

"Even a *little* sterling silver means so much more than a lot of something second-best.

"I've been out of pigtails long enough to know what sterling means to *any* woman. Something goes with it that you can't see, but you can feel—a feeling that tells a woman her table is proud and right—whether she is serving caviar or carrots!

"Thank you—Mother and Dad—for everything.

Anne."

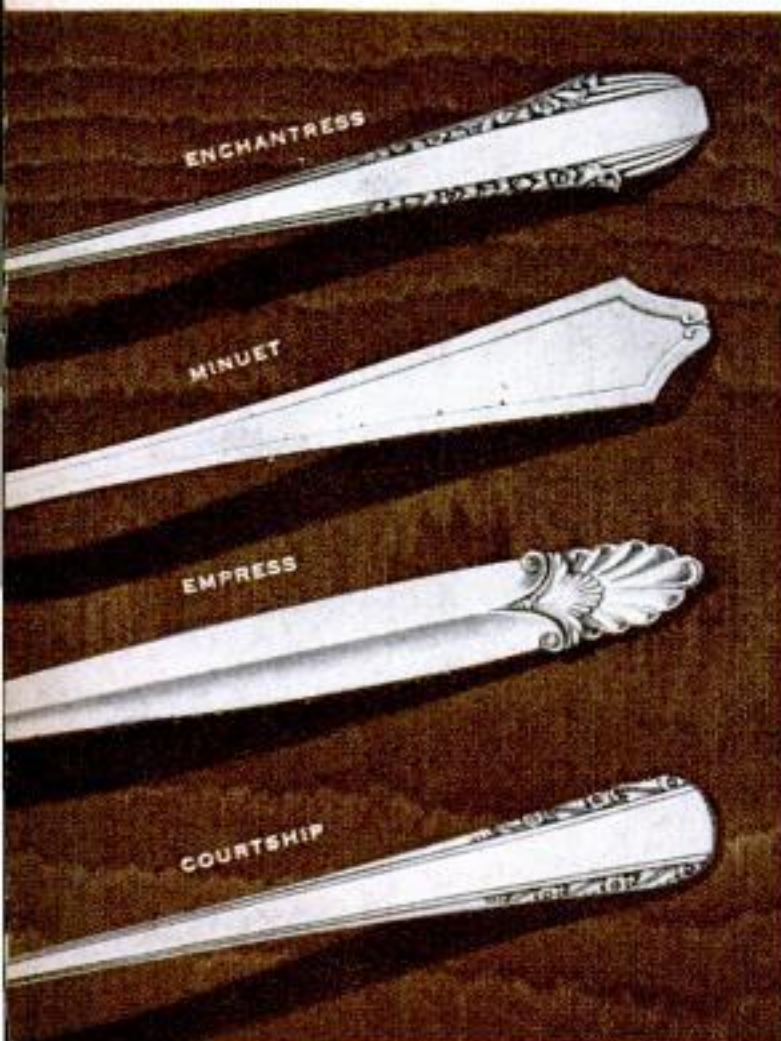
Among all the world's fine solid silvers, none will give more lasting character to your home than International Sterling. For with International Sterling you will always know

—that your sterling was made by the world's foremost silver house.

—that your pattern was designed by craftsmen whose predecessors were creating spoons of coin silver 100 years ago.

—that pieces created by International's *present* craftsmen are treasured in leading art museums.

Yet International Sterling is not costly. There are services for four at only \$68—with many beautiful patterns to choose between. Be sure to see them—at your silverware dealer's.



*International
Sterling*

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CHUNGKING



CHUNGKING CIVILIANS AND SOLDIERS WORK, LAUGH, GOSSIP ALONG BOMBED HSIAO LIANG TZE ROAD LOOKING DOWN RIVER. SHOPS SELL WINE, SHOES, BOOKS, CLOTHES

FREE CHINA'S MUCH-BOMBED CAPITAL FIGHTS ON

Photographs by LIFE Staff Photographer Carl Mydans

The U. S. has a fighting friend, far across the Pacific, 1,500 miles up the Yangtze, deep in the tangled mountains of Asia. It is Free China, whose capital is Chungking. On March 15 President Roosevelt declared that China, too, would get its share of the concrete aid-to-democracies voted in the Lease-Lend Bill. The weapons will soon be moving westward as well as eastward. But of this important U. S. friend, Americans have never seen even adequate pictures. Chungking is too far away and the climate dampens and ruins the negatives.

LIFE's Photographer Carl Mydans took these pictures of Chungking last month. They are as clear and sharp and beautiful as if he had been photographing Ohio. Never before have Americans seen this remote and tragic city so vividly.

Chungking is, first of all, the most bombed spot in the world. It has taken two years of bombing from the Japanese without flinching. Some 3,000 tons of bombs have been dropped on an area about the size and shape of a hilly Manhattan Island. This compares with 10,000 tons dropped on vast, sprawling London. About one-third of Chungking's houses have

been entirely destroyed, another third partly destroyed. Yet these pictures triumphantly show that life still goes on in Chungking. Last week the spring season of bombing opened with a Japanese raid by nine fast bombers and nine fighters on a Chungking suburb. Chungking was prepared, as can be seen on the following pages.

After two years of experience, Chungking is the most invulnerable city in the world against bombing.



JAPANESE BOMB CHUNGKING JUNE 28, 1940

On June 28 and Aug. 19, 1940, it had two terrible lessons when bombs and fire wiped out nearly a sixth of the city. Below is the picture LIFE printed in its Aug. 12 issue of that first awful day. But Chungking has a great asset. It is built on a ridge of sandstone and today it has dug enough caves in the sandstone to hide all its 450,000 citizens, as well as automobiles, furniture and even office files. Biggest of its 1,200 shelters is a mile-and-a-half-long tunnel, holding 20,000 people. Furthermore, its people have long been used to death, low rations and moving day. Every year, when the Yangtze and Kialing Rivers fall, the citizens move out onto the mud flats, move back when the rivers rise.

The name of Chungking itself means "repeated good luck." It has had at least the luck of surviving so far for 4,000 years. But it did not have a wheeled vehicle, even a wheelbarrow, until 1927, because most of its narrow streets were built in steps. It got telephones in 1931, a water system in 1932, a power plant in 1934. But the great old city was really reborn when the Government of Free China arrived in 1938 and the Japanese began to bomb it.



**CHAMBER OF COMMERCE
AND YANGTZE RIVER**



↑ **Across the Yangtze**, beyond desolation of Chungking proper (*foreground*) are U. S. and German Embassies, Standard Oil and Texaco Buildings. White two-funnel craft at far shore is U.S. gunboat *Tutuila*, whose crew mans guns against dive bombers.

Like a stage set is this hillside scene in bombed Chungking. Notice the people mending houses, washing, carrying water, preparing meals and just sitting. People move right back into bombed houses to forestall squatters. Rebuilding brings high rents. ↓





Big and little pots to store soybeans and rice are for sale on Chungking's rebuilt "Cotton Street." Surplus goods are usually kept in dugouts or in the suburbs. Notice the cardboard house numbers.



No starvation is likely for customers of "Little Suchow" store, which moved with Government from Hankow, displays dressed ducks, chickens, hams, pork, artificial flowers, candy, oranges

BUSINESS AS USUAL

ITS PEOPLE JOKE WITH DEATH

Chungking is as full of unsung civilian heroes as is London. Bombing has broken the nerve of neither great city. If possible, the people of Chungking do more laughing and joking, make more cheerful noise and are more completely the same under the bombs than even the Londoners. Death is nothing new here. It is said that the dead occupy more room in China's new capital than the living, for Chungking is surrounded and shut in by huge cemeteries which must not be profaned by building. The crowded slums, smelling of garbage, sewage, incense and damp unsunned plaster, are being torn down by the Japanese bombers and rebuilt with wide streets by the Chinese. The streets built on centuries of rubble still march in mud, but now a few seven-story skyscrapers break the skyline. Soldiers and civilians haul out debris in baskets, salvage bricks, beams and even bomb fragments, build endlessly.

The diet of Chungking is nearly as hot and peppery as that of Mexico. Noodles are as popular as rice, for Marco Polo and the Italians found macaroni in this country. People relax in mid-morning or evening in the Tea House, drink tea (*ho-cha*), eat peanuts or watermelon seeds, smoke their water pipes. Dancing is forbidden for the duration of the war. For Chungking beneath its laughter is an extremely serious city. It is in fact the mainspring of China's resistance to Japan, the Chungking area producing nearly all the arms in Free China.



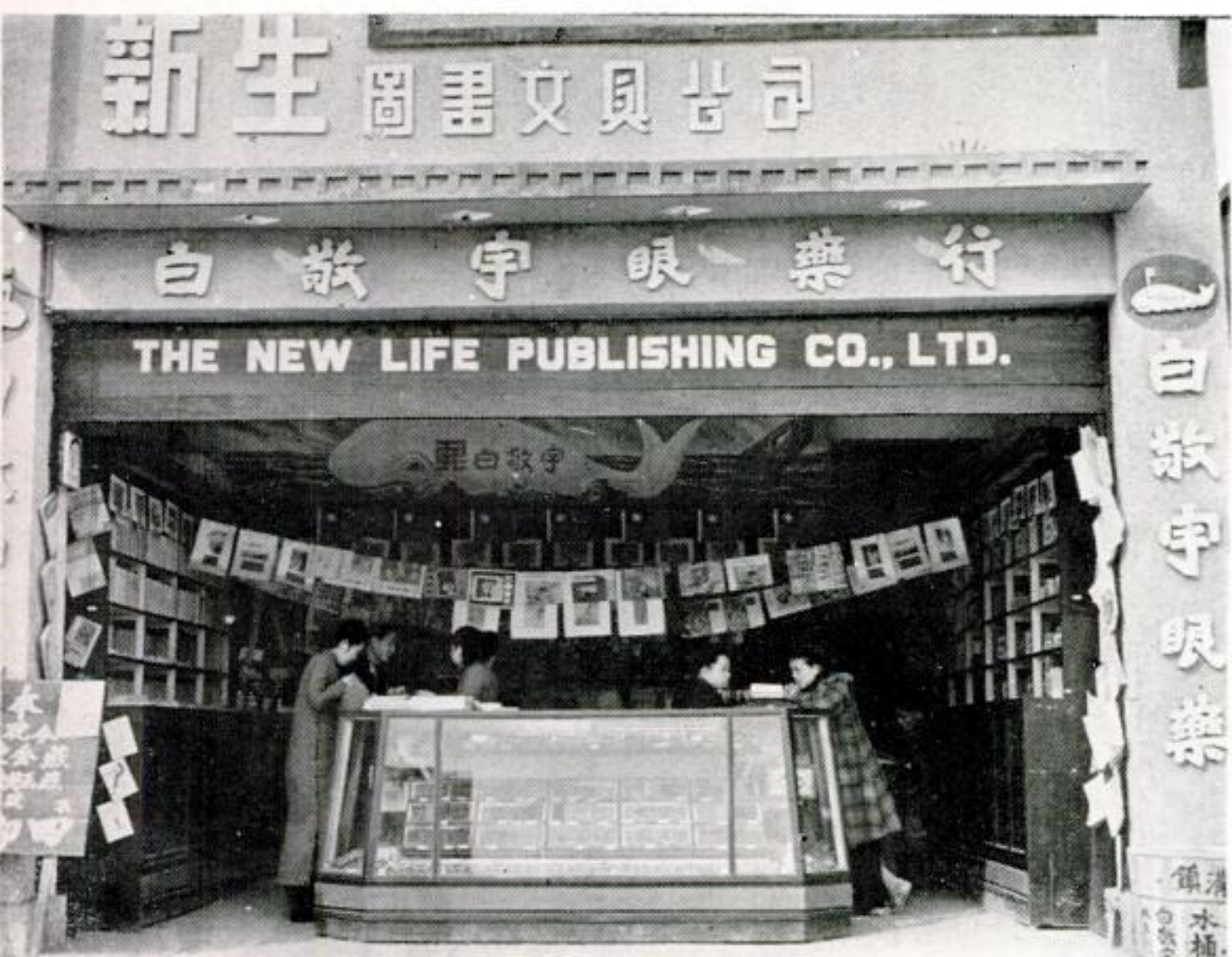
Civil airport on island in Yangtze is jointly owned by Pan American and China's Ministry of Communications. Douglas DC-3s visible carry mail, passengers to Hong Kong air junction.



in a mesh bag, wines, dolls, framed paintings and Chinese crackers at top left. Prices are high but nobody starves. Government supplies cheap rice. Most stores like this open on the street.



On a barricade of sand-baskets and pickets raised when the fear of parachutists swept the world last summer, a Chungking street vendor here sells New Year's masks, felt shoes, bits of metal scrap.



"New Life" is name of renaissance movement run by Madame Chiang Kai-shek. This store is shared by the publishing company and a White Whale eye-medicine company (*find whales*).



Latest fad in Chungking is roller-skating at the Wha Fu Bazaar's (department store) rink to Chinese jazz. On the back wall is a skating Petty Girl poster. Basketball is really the popular sport.





At mouth of cave, people wait for the final urgent alarm to sound. They have already had a full hour's warning. Below, in the flare of Photographer Mydans' flashbulb, is the

scene inside the shelter during the raid. They may stand like this for an hour. The smell is not unpleasant, rather warm and sweet. People do not do much talking in the dark.



CITY OF CAVES

WHOLE POPULATION GOES UNDERGROUND

The spectacle of Chungking's entire population of 450,000 going calmly and safely underground long before Japanese planes arrive overhead is one of the most unpredictable marvels of our time. In London, perhaps one-sixth of the population uses the shelters, for flat London would find it difficult to build shelters for 6,000,000 people.

Chungking, however, has hacked and dynamited into its high, steep backbone of sandstone. It now has 500 public shelters, 600 private and about 100 more for automobiles and storage. These will hold 480,000 people. And day and night workers dig the tunnels farther into the rock. Many of them are 200 ft. underground. Some have four main entrances, several emergency exits, have been hit repeatedly without a quiver. They are furnished with heavy wooden gates at the entrance, narrow wooden benches along the sides, electric lights for the workmen (but not for the people during raids), sometimes a blow ventilating system. They are damp, stuffy, pitch-black, crowded: a silent, breathing tomb of humanity. But they are magnificently safe. The four people killed in the three January raids were all in the factory districts outside the city. Even hospitals are moved down into the shelters when the planes approach. On the opposite page a patient in the Municipal Hospital is carried into the hospital shelter.

The chief reason Chungking is safe is that it is the only important objective within 600 miles and Japanese planes must fly over 300 miles of Chinese territory to reach it. As soon as Japanese planes cross into the province, one red paper ball goes up on every high building and hill in Chungking. When the planes head for Chungking, two balls go up (*below*) and sirens sound. Usually an hour later, the urgent alarm is signaled by an undulating siren and the balls come down. When the planes start home, a long green paper tube is raised.



Second alarm is hoisting of these two red paper balls, meaning that the Japanese planes are now heading for Chungking.

DEFENSES

THEY SPOT BOMBERS
BEFORE THEY START

Except for the lack of fighter planes and bombers to fight back, Chungking has unquestionably the best air-defense system existing. Hovering around every Japanese airport are members of the Chinese Army Signal Corps in disguise. When the Japanese bombers are wheeled out on the field and loaded with bombs, these men plug in their portable telephones on the Japanese-controlled telephone lines and blandly call Chungking. Still others pick up the planes once they are on their way. In Free China, spotter stations of three men stand eight-hour shifts staring at the sky. The Japanese planes try to avoid this surveillance by dodging, feinting, doubling on their tracks, but the reports phoned into Chungking follow them remorselessly. The Japanese have never slipped through undetected.

Meanwhile in the Chinese Intelligence Center near Chungking, officers follow the bombers precisely by pushing model planes across a glass-topped map of China, marking the time on the glass in ink. From here reports are telephoned regularly to anti-aircraft headquarters, civilian defense headquarters and to the desk of Generalissimo Chiang Kai-shek (called Gissimo). The civilian Air Defense Headquarters, whose officers are telephoning on the opposite page, relays the news to Chungking's 22 alarm stations, 1,200 dugouts, the militia and relief workers and the fire stations. They order the raising and lowering of the warning balls shown on page 99. Sometimes the Japanese pretend to finish a raid, circle away and then rush back. The alarm system must follow such dodges.

The winter raids usually send Chungking into the shelters around noon, leaving the city empty save for dogs, fire fighters and the big Szechwan vultures floating overhead. Summer raids are much more unpredictable, may come in early morning or at twilight. The firemen of Chungking work even while bombs are falling. Because Chungking's water system is none too reliable, they take water from 42 stone reservoirs scattered over the city. But what Chungking really needs and hopes to get from the U. S. are more squadrons of first-class fighter planes.



LATEST WARNING DEVICE IS MAP OF CHINA TO SHOW POSITION OF APPROACHING BOMBERS. CENTER: CHUNGKING

Modern searchlight, made in Germany like all Chungking's anti-aircraft equipment, spots the Japanese at night. This is crack stuff but notice that soldiers manning it wear sandals.



Sound detector finds Japanese planes, not to give alarm, but to direct the fire of a battery of German-made 3-in. anti-aircraft guns. Chinese had German military advisers until 1938.





CHUNGKING'S AIR DEFENSE HEADQUARTERS



Something NEW* has been added!



*MEN may not understand it—
but a new hat means a world
of difference to your spirits—makes you
a new woman, with new zest for life.
And that's what something new is doing
for a famous cigarette, too—giving it
new tang, new zip, new spirit!*

It's the new Old Gold—enriched with
an added touch of a special imported

tobacco! You'll taste the difference
with the first puff—the full-flavored
goodness of old, gold tobaccos aged
for years for mellowness and blended
for you by America's oldest tobacco
merchants.

Try a new Old Gold—a more
pleasant-tasting cigarette than ever
now that something new has been
added! Get a pack today!

***NEW—A prized imported
tobacco, from the eastern
Mediterranean—a tobacco
whose small aromatic leaves
impart new zest to the famous
Old Gold blend! So every
moment you spend with
Old Gold will be even more
pleasant than before.**

P. Lorillard Company

America's oldest tobacco merchants—established 1760.

Same familiar pack, but new Old Golds inside. All the
Old Golds your dealer has now are NEW Old Golds.

SCIENCE



Biologist-Nun Mary Aquinas Carroll, Sister of Charity, lifts chick embryo from its shell. From chick embryos, the sisters isolate biodynes, the growth factor of cells.

CATHOLIC NUNS TURN FLORIDA BEACH CLUB INTO MARINE LIFE LABORATORY

On the opposite page, Sister Mary Basilia Andrus of the Dominican Order, is kneeling on the sands of a Florida beach, not to tell the beads of her rosary but to inspect a sea plant. A candidate for a Master's degree in scientific research, Sister Mary Basilia is a student at the Institutum Divi Thomae in Cincinnati, Ohio. The Institutum this winter took possession of the old Oasis Club, an exclusive men's club, at Palm Beach. Here, at Bradley Hall, renamed in honor of Donor Edward R. Bradley, are shown student-nuns who are being trained in scientific research by the Institutum's staff of research scientists.

Founded in 1935 with the blessings of Cincinnati's liberal Archbishop John T. McNicholas, the Institutum expresses the conviction of the Roman Catholic Church that there is no fundamental conflict between its doctrines and the discoveries of Science. The Institutum today is recognized as one of the country's outstanding organizations for research on the frontier of pure science.

Under the direction of Biologist Dr. George Sperti and Monsignor Cletus Miller, the Institutum is concerned with the fundamental nature of the living cell. These studies have made important contributions to cancer research. Incidental to this work, the Institutum recently announced the isolation of biodynes, the factors controlling cell metabolism. Prepared in an ointment, biodynes speed the healing of wounds, may prove a godsend to war hospitals.

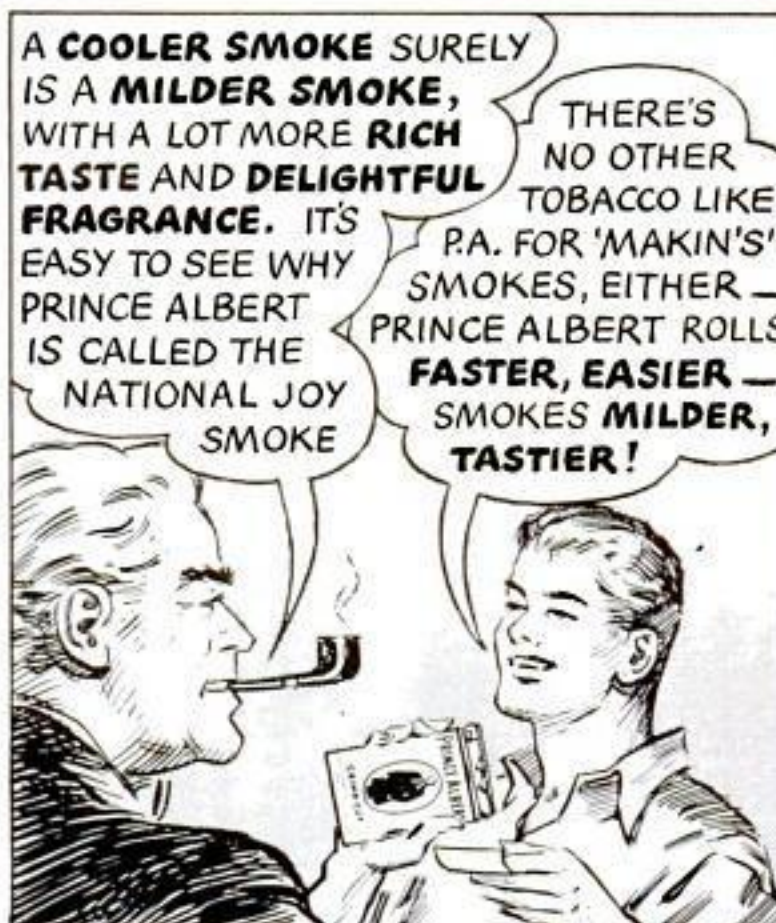
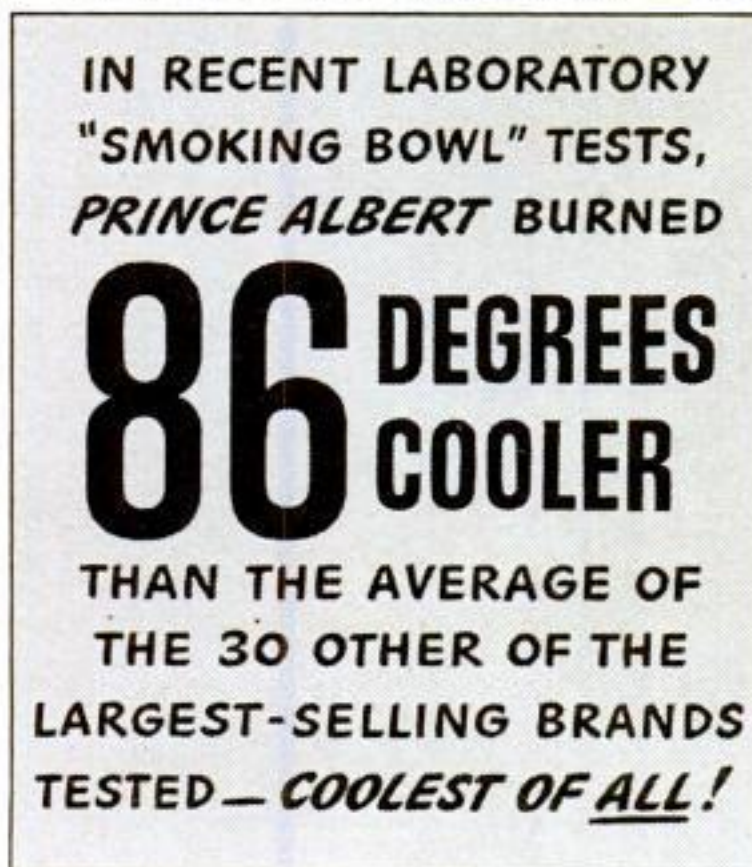
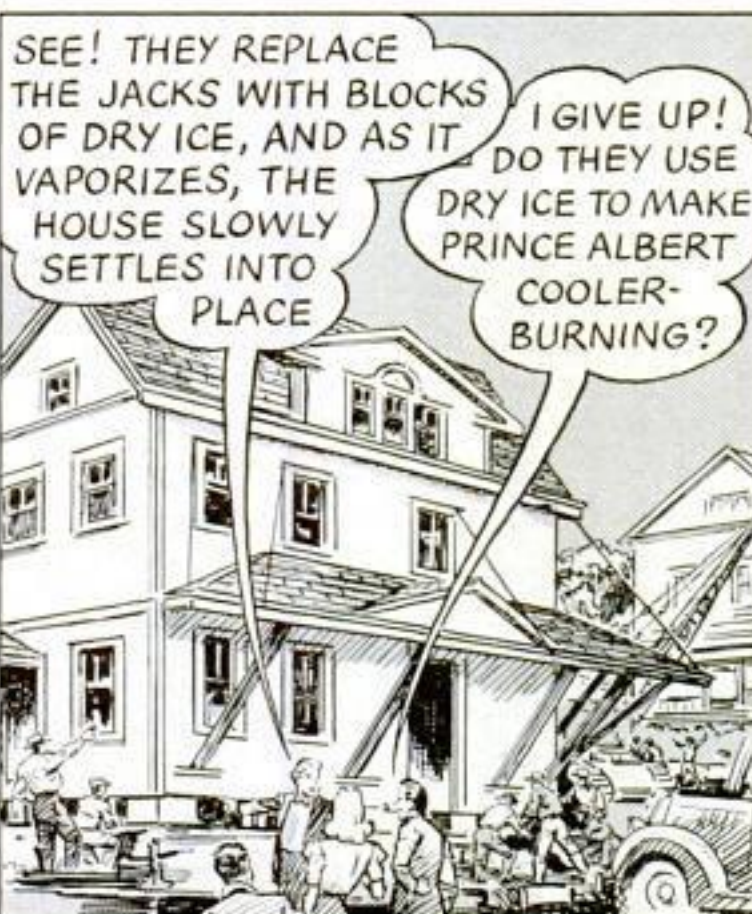
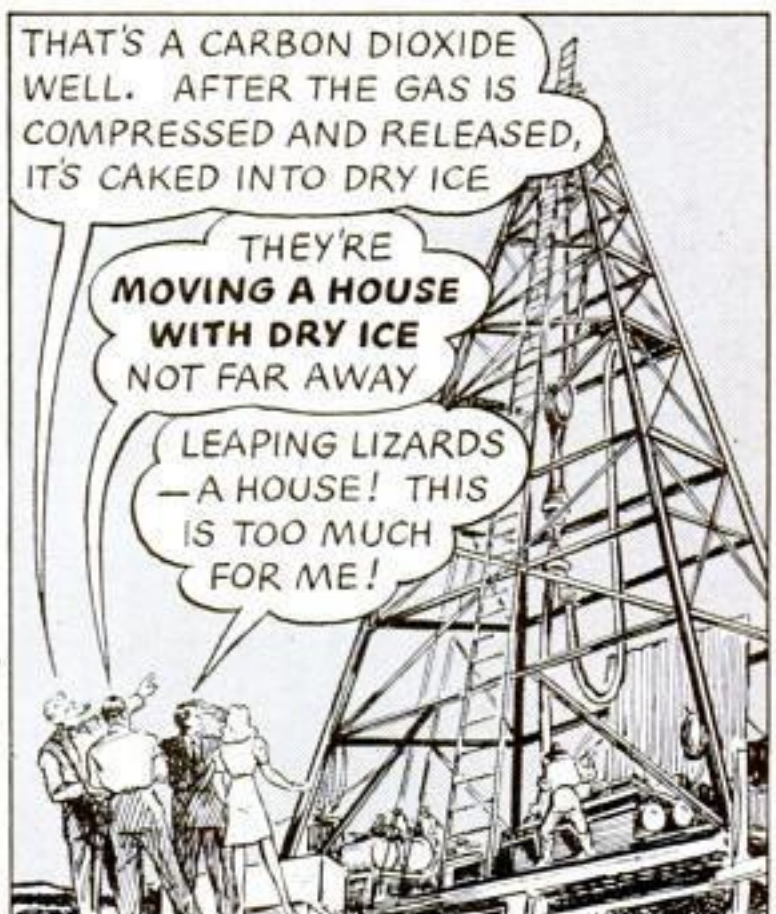


Near Palm Beach, the sisters walk the sands in search of marine life specimens. Marine plants are useful for study of individual cells important in cancer research.



★ WONDERS OF AMERICA ★

109 Degrees Below Zero



Institutum Divi Thomae (continued)



Botany class is conducted in patio of Bradley Hall by Brother William Beck. In addition to clergy, Institutum lists Jews and Protestants among faculty and students.



Shark's liver is excised by Sister Mary Jane Hart at Palm Beach. The Institutum hopes that biodynes, for use in healing, can be isolated in quantity from shark livers.



Chemical dispensary for laboratories in Bradley Hall once served as Oasis Club bar. Several nuns on Institutum staff have won national recognition as research scientists.

TINY ZIPPER... Amazing New DAIN-T-ZIP

TRADE-MARK



Half as big... twice as dainty! This sleek little miniature zipper closes dresses, plackets and sleeves almost invisibly. It is unbelievably flexible even in the softest, sheerest, lightest-weight fabrics. The placket length weighs practically nothing... a tiny fraction of an ounce. Dain-T-Zip is the new, modern zipper wonder for dresses and suits of almost every type.

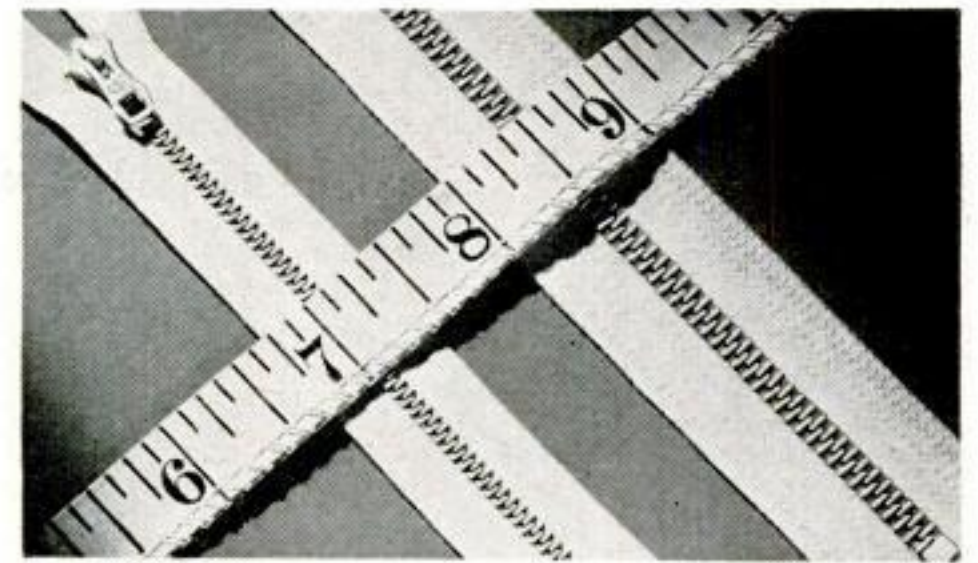
Why didn't someone make a tiny zipper before? It's not so easy as it sounds. For years zipper-makers have tried and failed. At last, the oldest friends of home-sewing have perfected Dain-T-Zip, which lives up to the high standard set... exquisite daintiness, wonderfully smooth action, tenacious, gripping strength, and lasting color. Here is the zipper for almost every sewing need.



Chip-less colors. Dain-T-Zip can be washed and dry-cleaned repeatedly... can be zipped and unzipped hundreds of times and still retain its newness, because the colors are Bondfast*. The enamel is fused with the zipper metal by Bonderizing, and baked at high temperature... the same process used for modern automobile finishes to insure permanency.



No more bumpy, bulky plackets! Sleek-fitting dresses without a hump or bump are now possible. The wispiest evening gown, the softest day dress fastens smoothly. Dain-T-Zip comes in new colors and all important lengths... ready just in time for Spring sewing and remodeling.



Compare Dain-T-Zip with zippers you are now using. The zipper part is *just half* that of ordinary zippers, the tape is narrower, daintier... yet strong enough for the plumpest figure!



For 5 generations, J. & P. Coats and Clark's O. N. T. threads have been steadfast friends of home dressmakers. Now Dain-T-Zip joins this famous family... matched in color and name to Boilfast* threads. Costs no more than other zippers! *Get Dain-T-Zip at your favorite notion counter.*

*Trade-Mark

Crown
DAIN-T-ZIP

Trade-Mark

NEWEST MEMBER OF THE J. & P. COATS • CLARK'S **ONT** THREAD FAMILY

CLOSE-UP



U. S. Production Chief Knudsen, with Army Air Chief Arnold (left), watches finished plane products perform at Hamilton Field, Calif.



Knudsen at 21 was thin, gawky. He could read English but not speak it. Picture was taken two months after he arrived in U. S.



Knudsen at 45 was powerful, tough. He had just been chosen president of Chevrolet when this picture was taken in 1924.



Knudsen at 62 is sage, commanding. A loyal American, he still loves Denmark, wears ribbon of a Danish knight in his lapel.

KNUDSEN

A DANISH IMMIGRANT BOY IS NOW FIELD MARSHAL OF U. S. INDUSTRY

by HUBERT KAY

Twenty years ago in Flint, Mich., a brawny, 6-ft. 3-in. Dane with tough face and bristling black walrus mustache walked into the office of a parts buyer at the Chevrolet plant, toting a long steel exhaust pipe under his arm. He was an executive of a small auto parts company, and he wanted an order from Chevrolet. After listening to a few minutes of thickly accented sales talk, the buyer raised a question about the pipe's durability. William S. Knudsen did not argue the matter. Instead he raised the pipe high over his head, hurled it crashing to the concrete floor of the buyer's office, whence it bounced up and knocked a piece of plaster out of the wall.

Two months later, the buyer again met Knudsen walking down a Chevrolet corridor. "Well," he joshed, "back to sell some more exhaust pipes, are you?"

"No," replied Knudsen in his husky half-whisper, "I'm the new general manager here."

William S. Knudsen is now general manager of all U. S. industry, assigned to organize it for the greatest production job in history, and some of the New Deal boys in Washington are as surprised and skeptical as the Chevrolet buyer was. Twenty years have silvered Bill Knudsen's hair and mustache, filled out his big frame, polished his manners and relaxed his tough face into an expression of rosy benignity. But they have not changed his nature. He is still a direct action man who hates theorizing and loves machinery.

A few weeks ago Treasury Counsel Ed Foley met him in a corridor of Washington's gleaming Federal Reserve Building. Knudsen was again carrying something under his arm which looked like a sizable slab of battleship. "Look," cried the Director General of the Office of Production Management, "It's one! When I came down here they told me I had to do something about tank armor because sometimes bullets drive the rivets through and kill the soldiers. So I said, why not weld it, and they said it couldn't be done. So I said, get me two pieces of armor plate, and I took them out to an old friend of mine in Detroit who's a welder trained in Denmark. Now look. It's one!"

Some of the New Dealers are unhappy as well as skeptical about Mr. Knudsen's position. They thought they were going

CONTINUED ON NEXT PAGE



A Merry Christmas
FROM THE **KNUDSEN** FAMILY



Knudsen's pride & joy is his family. Their faces always appear on the Knudsen Christmas card, which in 1940 (*above*) featured his grandchildren. Grownups are as follows. Back row, l. to r.: Daughter Martha Knudsen, 21; Daughter-in-law Florence McConnell (Mrs. Semon) Knudsen; Mother Knudsen, who was Clara Euler of Buffalo when Knudsen married her in 1911; Daughter Elna Knudsen Stevenson, 24; Daughter

Clara Knudsen VanderKloot, 27. Front row, l. to r.: Son-in-law Robert VanderKloot (printing business); Son Semon Knudsen, 28, M. I. T. graduate, now assistant master mechanic at Pontiac; Papa Knudsen; Son-in-law John Stevenson (cosmetics business). Grandchildren are Martha Stevenson, Judith Ann Knudsen and William Robert VanderKloot. Semon's second child, Knud Peter Knudsen, was born Jan. 9, 1941.



"Seems like everybody's wearing Shorts with Gripper Fasteners!"

Why have these shorts made a hit with millions of American men? Why? Because Gripper fasteners are neater, far more convenient than buttons. They can't pop off... can't break or crush in laundering... end "button-bother" forever. Ask for shorts with Gripper fasteners today!

★The laundry-proof snap-fastener that ends button bother.

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P.S. YOU CAN ALSO GET SHIRTS, PAJAMAS, AND UNION SUITS WITH GRIPPER FASTENERS. ASK FOR THEM AT YOUR LOCAL STORE TODAY!

MENDS 'MOST ANYTHING

Iron Glue mends wood, glass, china, toys, leather, 'most anything. ¼ pt. to 1 gal. cans or 10¢ bottles with new lever-lift top, always easy to open and close. McCormick Sales Co., 408 Light St., Baltimore, Md.

IRON GLUE
AN ELEPHANT FOR STRENGTH



FREE! A TRIAL BOTTLE OF FAMOUS AMBROSIA

TAKE ADVANTAGE OF THIS 30 DAY OFFER! Get your free sample of this Liquid Pore-Cleanser used by famous beauties. Helps remove pore dirt that mars lovely complexions. Absolutely no obligation. Simply send name and address to HINZE AMBROSIA, Inc. Dept. 12, 30 Rockefeller Plaza, N. Y. C.



THE TREND'S TO BLENDS

Rich, mellow shades of brown blended with a touch of sophistication which gives distinction to your Spring shoe wardrobe... incomparable styling and all-leather quality in the famous Uptown tradition. As fortunate a footwear choice as you could make at any price. Featherweight leather sole and rubber heel.

Also available in a brown and white ventilated version for hot summer days.

\$5 to \$6.50
SOME HIGHER

Uptown SHOES
FOR THE MAN ABOUT TOWN
Leather Foundation

Write today for your dealer's name
ROBERTS, JOHNSON & RAND Branch-International Shoe Co. ST. LOUIS

KNUDSEN (continued)

to run the defense program, they still think they should, and they have bitterly resented seeing Big Businessmen called in to take it over. Some of the anti-Knudsen propaganda now emanating from Washington, designed to destroy "the Knudsen myth," is indubitably the result of their unhappiness. But no great charity is required to recognize that some of it may also derive from honest bafflement. Certainly Bernard M. Baruch, that astute Wall Street speculator and master of economics, would never have gone kiting off to Detroit with two slabs of armor plate. And did not Bernie Baruch, by his brilliant performance in 1918, set the U. S. standard for directors of defense production? Almost to a man, the New Dealers are social and economic theorists, and hence feel superior to those who, like Mr. Knudsen, address themselves primarily to the solution of immediate and concrete problems. "My business," says Knudsen bluntly, "is making things."

"My business is making things"

At that business, of translating blueprints and time studies and flow charts and labor forces into superefficient production setups, all sides agree that he has no superior. He can walk into any factory and almost instantly put a wizard finger on its trouble spots. But his critics assert that he is a sort of Einstein of the production line, a supermechanic and nothing else. They say that he has no other interests and no particular administrative ability. They imply that he lacks imagination. Specifically they charge him with issuing contracts hit or miss to a few large companies, making no over-all plan or record of them, leaving to others the initiative in exploring the possibility of spreading the work among smaller factories. They charge him with staying on the "business as usual" tack too long. They charge him with failing either to organize or criticize the Army-Navy program for new Government-financed munitions factories.

Knudsen's supporters reply that "programing" the defense program at the beginning would have lost more time than it saved, that the big primary contractors could be trusted to hunt out their own subcontractors. They point out that the "business as usual" tack was not Knudsen's but President Roosevelt's. They assert that no clear line has ever been drawn between where Army & Navy authority ends and Knudsen's begins, and that until the OPM was created two months ago Knudsen had no authority whatever.

If it were possible to discover the current rate of U. S. arms production, to balance that against the potential rate, and to determine the exact degree of Knudsen's authority and responsibility in the defense program, it might be possible to reach an objective verdict on the pro- and anti-Knudsen arguments. But these facts are secret, incomplete or confused, and seem certain to remain so until the war's end. Pending the verdict of history, the best course seems to be to look at the Knudsen record, which began in Copenhagen, Denmark, 62 years ago last week.

William S. Knudsen ("You wouldn't call it kuh-nee action, would you, madam?" he once protested to a lady who persisted in

CONTINUED ON PAGE 110



Machinist Knudsen was still handy with a riveter when General Motors' building at the 1939 New York Fair was started.



Father Knudsen gracefully twirls a step with Daughter Martha, who was swimming champion at National Park College.



One foot of hearing was all that Mrs. Gertrude M. Goldberg, Chestnut Hill, Mass., had left when she came into the Boston Sonotone office. Ordinarily, a person's hearing range for normal speech is about 30 feet. Mrs. Goldberg's had shrunk because hearing losses are nearly always progressive, especially if neglected in the early stages when medical aid may help.

DEAFENED BY KINDNESS!

A KIND HEART is not the best treatment for deafness. As a matter of fact, probably the unkindest thing a person can do to a hard of hearing relative or friend is to humor his failing.

If this sounds unduly hardhearted, consider what happens when a man's hearing begins to fail. The folks at home, of course, notice it first, but they say nothing. When they talk to him, they come up close, speak directly to him . . . loudly . . . distinctly.

The result is that as long as he is at home or with thoughtful associates, he hears fairly well. With other people he has difficulty in hearing, but "that's their fault," he thinks, "they don't speak distinctly."

And the net of it is he does nothing about his hearing. But unfortunately these hearing losses are generally progressive when neglected, and when he does get around to taking corrective measures, his hearing loss is so far advanced that it is much more difficult to help him.

Mrs. Gertrude M. Goldberg, of Chestnut Hill,

Mass., knows only too well the penalty of early neglect. Her hearing was impaired some 15 years ago, but she paid no heed to it, partly because of well-meaning friends who made it easier for her to hear. When she bought her Sonotone 6 years ago, she discovered that she had one foot of normal hearing left!

But happily Mrs. Goldberg also knows from pleasanter experience how far modern science can restore one's ability to hear and enjoy life. Before she got her Sonotone, the effort to hear used to make her very nervous, irritable . . . she kept away from people and says she was "a strain on her family."

But with her Sonotone . . . she's active socially, goes to the theatre, movies, lectures, belongs to a literary club, plays bridge and to quote her phrase . . . "never misses a thing."

With that change possible in a hard of hearing person's life you wonder why every deafened person in America doesn't reach for a telephone and call the nearest Sonotone Consultant.

At Elmsford, N. Y., Sonotone carries on the world's most extensive research on hearing aids which in the past decade has produced such triumphs as the bone conduction oscillator, the variable pitch amplifier, improved air conduction, the new vacuum tube Sonotone and the continuous-tone Audiometer.



For information on Sonotone look in your local 'phone book under SONOTONE. There are Sonotone offices and experienced Consultants in 125 cities. Or write Sonotone, Elmsford, N. Y. (If you live in Canada, address 229 Yonge St., Toronto.)

Sonnabend Louis Mrs.	401 Columbus Av.	KEN mor 96
Sonne Harry E	115 Coolidge	ASP nwl 27
Sonneborn L Sons Inc	Paints 108 Mass Av	MAL den 6827
Sonnenberg Gladys E	42 Brookside Rd	KEN mor 416
Sonnenberg Jas J	37 Adanac Av	ALG omn 946
Sonnenberg Margaret M	159 Walnut	TAL bot 9753
Sonnichsen Eleanor	10 Westland Av	SDM rset 5759
Sonntag J Henry	273 Minot	COM wth 9578
Sonotone Corp	110 Trem	TAL bot 3370
Sons of the Amer Revolution		LIB erty 5900
Sons of Italy In A Order Of	193 Hanover	LAF ayet 1776
Sons of Veterans Aux Hdqrs	88 Trem	CAP itol 4838
Sons of Veterans Hdqrs	88 Trem	CAP itol 9636
Sonsini Bros masons	142 Jackson	CAP itol 9636
Sntag David	17 Crestn	LAS ell 4955
Sntag Mital	16 Normandy	HIG hns 4096
Sntag Ruben	449 Hertik	HIG hns 6143
S Henry	559 EBway	BLU hls 3464
S Hoo	629 Mass Av	SDU Box 3697
Lee Laundry	227 Mt Auburn	COM with 5586
Line Mst P Sem Ry		TRO brdg 7043
Longer 405 Boyl		
ght 150 Causeway		
Klan Edw M		



Sonotone Consultant Charles W. Fischer, Boston, Mass., shows Mrs. Goldberg the Audiogram which diagrams her hearing loss, and indicates which of the 1000 possible Sonotone adjustments best fits her individual need.



Sonotone has made life over for Mrs. Goldberg. Once irritable, nervous, isolated, she now goes everywhere . . . movies, theatre, lectures, plays bridge, mahjong . . . "never misses a thing" she says, thanks to her Sonotone.



The telephone no longer has any terrors for Mrs. Goldberg. She uses it freely, holding the receiver close to her Sonotone which is worn under her dress. (Below) The new vacuum tube Sonotone is only half the size of the preceding model.



LOUIS BROMFIELD'S Tuna Croquettes



3 tablespoons butter 1 tablespoon Lea & Perrins Sauce
3 tablespoons flour Salt to taste
½ teaspoon salt 1 cup fine bread crumbs
1 cup milk 1 egg, beaten
2 cups tuna fish 1 tablespoon cold water

Make white sauce of butter, flour, salt and milk. Cool, mix lightly with tuna fish, Lea & Perrins Sauce and salt. Spread in shallow pan and set in refrigerator 1 hour. Mold mixture into desired shape, using rounded tablespoon of mixture for each croquette. Roll in crumbs, then in egg to which water is added, and again in crumbs. Fry in deep fat at 390° F. for 3 minutes. This makes 5 servings.

You could write a book about the thousand and one uses of Lea & Perrins Sauce... how, for over a century, chefs of fine restaurants the world over have counted on this famous sauce to make a simple dish good, and a good dish great.

Try it tonight, and see how exciting Lea & Perrins Sauce can make the plainest home-cooked meal.

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LEA & PERRINS, 240 West Street, New York City
Send me your booklet "Success in Seasoning," containing 177 novel recipes. I enclose 4c for postage and handling

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Rich with the facts and the art of our exciting age, **FORTUNE** is a history of today and a book to save for tomorrow.

STOP DESTROYING VALUED RECORDINGS



There's no need for it. Simply replace the conventional playing arm on your present electrical phonograph with a new **ASTATIC LOW PRESSURE CRYSTAL PICKUP**. Low one-ounce pressure on records, (scarcely more than one-third conventional weight) eliminates wear, improves tone fidelity and decreases surface noise and distortion. Permanent built-in, genuine *Sapphire Stylus* dispenses with all needle changing.

Modernize your phonograph with this new Pickup at little expense. Keep records like new for years to come.



See your Radio or Music Dealer. Write for literature giving full details.

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KNUDSEN (continued)

pronouncing the K) was christened Signius Wilhelm Poul when he was born to Knud Peter and Augusta Zollner Knudsen on March 25, 1879. The simplicity of his recent life in Detroit as one of the highest-paid men in America reflects the tastes he acquired as a boy with three brothers and six sisters and a father who, after losing his prosperous cooperage business in the Panic of 1873, took refuge in the customs service. But Son Signius got a sound education in high school and a Government technical school. He learned to read English, French and German, starred in mathematics and graduated with honors and a prize of a silver watch and chain. His second choice, after his father refused to let him follow two brothers to sea, was a four-year apprenticeship in a machine shop. After that he got a job in a wholesale bicycle shop and scored his first production triumph. Importing the parts and building it themselves, he and a fellow mechanic appeared one day on the first tandem bike ever seen in Copenhagen. At 20, rejected for compulsory military service because he was too skinny (he now weighs 210 lb.), he set out for America.

His first U. S. job was at arms production

Knudsen's first American job, like his present one, was at arms production. As a reamer in a New York shipyard building torpedo boats, he earned \$1.75 a day. Meantime he learned the simple, direct spoken English he still uses from the kids who played around the steps of his Eighth Avenue boardinghouse. When the shipyard closed down that winter, he moved on to the Erie Railroad roundhouse in Salamanca, N. Y., repairing locomotive boilers seven nights a week for what seemed the munificent sum of \$100 a month. When a fellow worker told him that he had been at the same job for 24 years and was still making \$100 a month, Knudsen (now plain Bill) went back to bicycle building at \$10.50 a week, in the John R. Keim mills in Buffalo. He had risen to assistant superintendent and Keim had turned to making automobile parts when, in 1911, Henry Ford bought out the company and set Knudsen to building assembly plants. That assignment culminated in starting, at River Rouge, what is now the greatest single industrial plant in the world. After the war, which he spent sloshing around the river front in hip boots supervising the building of Ford's sub-chasing Eagle Boats by mass-production methods, he became Ford production manager at \$50,000 a year. In 1921, disgruntled by some of Ford's policies in the post-war slump, he quit and got a new job with a Detroit auto parts plant. Next year the alert du Ponts brought him over to General Motors.

As G. M. grew, Bill Knudsen grew with it, becoming vice president of Chevrolet in 1922, president in 1924, executive vice president of General Motors in 1933, president in 1937. In 1940, when he was called to Washington as production chief of the National Defense Advisory Commission, General Motors had become, on the basis of net sales, the biggest manufacturing outfit in America. Bill Knudsen, as its operating head, could fairly be called the nation's top production man.

The bigwigs of the automobile business snort when they hear that

CONTINUED ON PAGE 112



Henry Ford and Knudsen (whom Ford called a "production genius") parted company in 1921, but their rivalry has stayed friendly. Above: at Knudsen's 60th birthday lunch.



But, Sarg, when you said "Dress Right," I thought you meant my "Regal-Aire"



Stylish in the English tradition is "REGAL-AIRE." And everyone likes it because it is as fine and dependable a fabric as the brave men of Britain who weave it and bring it to America.

Blending and weaving secrets, centuries old, handed down from father to son, give "REGAL-AIRE" its sturdy character, its beautiful texture, and its rich colorings.

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"Regal-Aire"
the tie that defies wrinkles
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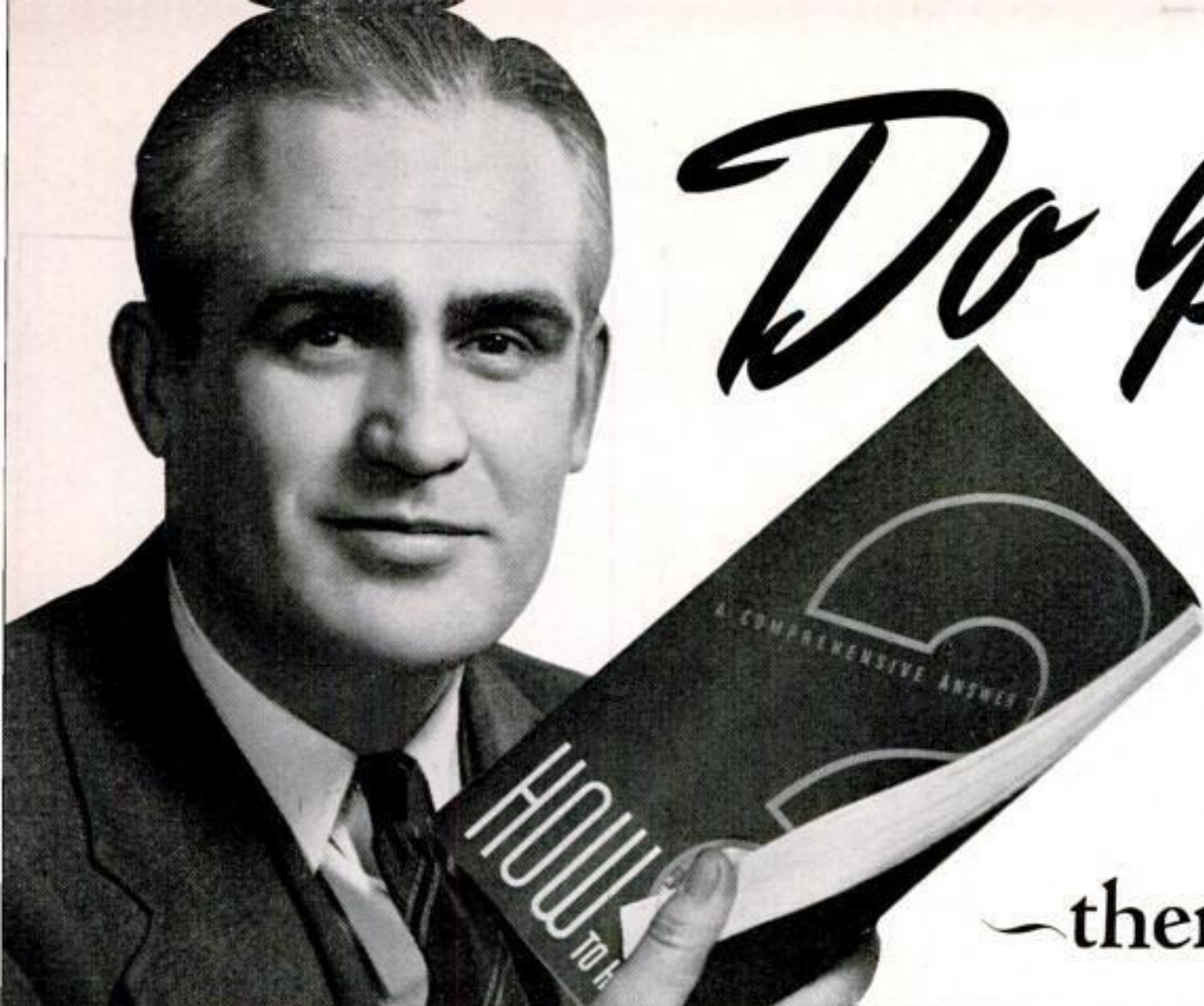
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Do you want a Home of your own?

—then let me tell you about the Abbotts



THEY WANTED A HOME. But they were confused. They weren't sure they could afford one of their own. They didn't understand financing, know how an architect could help them or how much their lot should cost in relation to their house. They had no idea where to get answers to all their questions, until—



THEY HEARD ABOUT "How To Have the Home You Want," outstanding money-saver and plan-maker for home-hungry families. They got this 120-page book of answers to home ownership questions—to financing, planning, budgeting, decorating problems. It told them what they wanted to know, clearly, in detail.



"HOW TO HAVE THE HOME YOU WANT" helped them decide whether to buy or build; showed them what they could afford; helped them plan rooms to suit their needs; told them how to protect life and property against fire; how to select materials. It answered "a million and one questions" correctly for them.

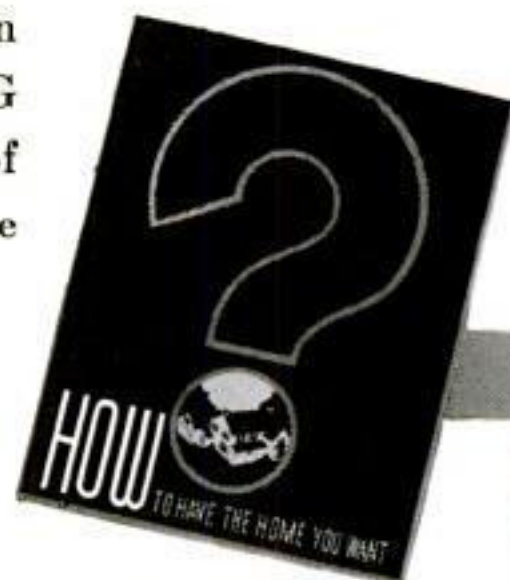
"WE'RE the Abbotts; we'll tell you about this book 'How To Have the Home You Want.' It got us started doing what we'd always wanted to do, have our own home! It saved us money and helped us avoid mistakes.

"We've heard that nearly 250,000 families like us have read 'How To Have the Home You Want' during the last year. Take it from one of them—*every* family that yearns for its own fireplace and garden and yard should have this valuable book. For people like us—it's *invaluable!*"

"How To Have the Home You Want," America's outstanding home ownership reference book, is now in its fourth edition. This book is published by the United States Gypsum Company, for 40 years a foremost maker of quality building materials. USG research develops better, safer building materials for the construction of more satisfactory and more economical homes.



Just return the coupon or ask your local USG dealer for a copy of "How To Have the Home You Want."



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ROMEO FLUNKS FINGERNAIL TEST!



I WAS SUNK when I tried the Fingernail Test. My first big chance to be an actor... and my nails showed my scalp was full of dirty dandruff scales! "Take it easy," advised the stage manager, "all you need is Wildroot-with-Oil!"



"IT'S OIL... but not greasy!" he said. "The old Wildroot formula that's been chasing dandruff scales these 30 years, plus pure vegetable oil that grooms hair without building up grease on the scalp!" Was he right!...



MY "ROMEO" wowed the audience... and Juliet too! Try it yourself. See how Wildroot-with-Oil's safe, powerful "3-Action" cleans as it grooms. Keeps your hair smartly dressed, and your scalp clean as a whistle! Get some today.

**INTRODUCTORY BARGAIN
GIANT SIZE... FULL PINT**
(60% larger than regular \$1 size).

~~\$1.35~~ **89¢**
(slightly higher in Canada)

Wildroot WITH OIL for the hair
3-ACTION
GROOMS THE HAIR
RELIEVES DRYNESS
REMOVES LOOSE DANDRUFF
PRICE \$1.35

Get this bargain today! If dealer's stock is exhausted, send 89¢ to Wildroot Co., Buffalo, N. Y. Other sizes low as... 10¢

Wildroot Regular Formula, used by millions who prefer a non-oily tonic, also on sale everywhere!

PROFESSIONAL APPLICATIONS AT BARBERS.

KNUDSEN (continued)

Mr. Knudsen is no administrator. General Motors is 57 divisions and active subsidiaries, more than 100 plants, several thousand products ranging from automobiles to refrigerators to lighting systems, a quarter of a million employees including no less than 20 executives earning more than \$50,000 a year. Manufacturing men know what it takes to be the operating boss of such an industrial empire. "Hell's bells," cried a G. M. vice president recently, thumbing toward Knudsen's old office, "I'd like to know how they think a man can sit in that office and run this outfit without being one of the best administrators in the business. Why, with all the strong, rich, able men there are around here, the president would be in a rat fight every day if he weren't. If those fellows in Washington think it doesn't take a real administrator to operate our 57 divisions, to keep all their problems in mind and run them smoothly as Knudsen did, let them try sitting in the hot seat for a while. All we know here is that he's the smartest administrator we've ever had anything to do with."

He understands men as well as machines

What some of his critics apparently forget, or ignore, is that while a successful production manager must know a lot about handling and organizing machines, he needs to know even more about organizing and handling men. Some of Knudsen's more extravagant admirers say that he can walk into any factory and run any machine in it better than the man who's running it. True or not, that was not what G. M. paid him up to half a million dollars a year for. One of Knudsen's own first industrial observations, back in the shipyard, was that many of the workers could run the machines more skilfully than the foremen. What the foremen got paid extra for, he shortly deduced, was knowing how to run the men.

The first American to learn of Bill Knudsen's determination to advance himself in the world was his Eighth Avenue landlord in New York. Coming home one day after a runt half his size had given him a beating, Knudsen thrust out his fists at the startled landlord, asked, "Where I learn do dis?" After a few boxing lessons the big Dane was picking up a little extra money in the prize ring, and anybody in the shop who got cocky was invited out for a trouncing. When Knudsen was a straw boss, that seemed to work fine. But on the day he was appointed assistant superintendent of the Buffalo bicycle plant, the superintendent called him in for a heart-to-heart talk.

"Bill," he said, "You're pretty good with your fists. You can lick any man in the plant, can't you?"

"No, sir," said Knudsen modestly.

"You could probably lick any two of them together, couldn't you?"

"I don't understand," said Knudsen. "You're trying to tell me something."

"Well," said the superintendent, "Maybe you could lick any ten men. But you can't lick all 1,200 of them. That means you can never hit one of them again. From now on you've got to lead, not drive."

That was Lesson No. 2 in Bill Knudsen's education as a leader. He still despises yes-men, and can be terrible in anger, but his outbursts are rare. "People down here seem to wonder," he muses in Washington, "why I operate the way I do, why I always talk quietly and

CONTINUED ON PAGE 114



In Detroit the Knudsens live at 1501 Balmoral Drive in the exclusive Palmer Woods section. They also have a summer place, complete with swimming pool, at Grosse Ile.

Corticelli

LOVELY LINGERIE
FEATURED ON PAGE 26

Sold in over 3000 stores
throughout America in-
cluding those listed below

Asheville	Bon Marche, Inc.
Baltimore	Hutzler Bros.
Boston	Filene's
Bridgport	The Outlet Millinery
Brockton	Fraser Dry Goods Co.
Buffalo	J. N. Adams Co.
Butte	Paul Cannon
Charlotte	Kerrison Dry Goods Co.
Charlotte	Ellard's Dept. Store
Cincinnati	The John Shillito Co.
Cleveland	Lindner Co.
Columbia, Mo.	Julie's Inc.
Columbus, Ga.	J. A. Kirven Co.
Columbus, Ohio	The Boston Store
Davenport	W. R. Rashid & Sons
Denver	Conrad's
Grand Island	S. N. Walbach Sons
Hamilton	Robinson-Schwinn Co.
Hartford	Sage-Allen & Co., Inc.
Huntington	Anderson-Newcomb Co.
Jameson	Lockwood's
Johnstown	Kline's, Inc.
Kansas City, Mo.	John Taylor Dry Goods Co.
Lincoln	Gold & Co.
Little Rock	Gus Blass Co.
Louisville	Ben Snyder, Inc.
Miami	Red Cross Dept. Store
Milwaukee	T. A. Chapman Co.
Mobile	C. J. Gayfer Co.
Newport	Christine McHale
New York	Gimbel Bros.
Niagara Falls	Beir Bros.
Norfolk	Ames & Bownley, Inc.
Oakland	Capwell Sullivan & Furth, Ltd.
Oklahoma City	Peyton's
Pasadena	F. C. Nash Co.
Phoenix	Diamond Dry Goods Co.
Pittsburgh	Boggs & Buhl, Inc.
Portland	Meier & Frank Co., Inc.
Providence	Gladding's
Raleigh	Taylor Furnishing Co.
Reading	C. K. Whitner Co.
Reno	J. C. Penney Co.
Riverside	Chas. O. Reid Co.
Rochester	Kroll's
St. Joseph	A. J. Einbender
St. Paul	The Emorium
Salisbury	I. J. Benjamin & Sons
Salt Lake City	Whipple's
San Diego	Whitney & Co.
Santa Maria	Ames & Harris
Savannah	Morrison-Sullivan Co.
Seattle	Bon March's-Basement
Sioux Falls	Fantl's Bros., Inc.
Springfield, Mass.	Forbes & Wallace, Inc.
Springfield, Mo.	Murphy's
Springfield, Ohio	Turner Dept. Store
Tacoma	The New Home Store
Trenton	Fisher Co.
Troy	Nevius Voorhees
Tucson	Troy Peerless Co.
Washington D. C.	Jacobs Dept. Store
Wheeling	Hecht Co.
Wichita	L. S. Good & Co.
Worcester	Geo. Innes Co.
	Filene's

If not available in your city write
BELDING HEMINWAY CORTICELLI
NEW YORK, N. Y.

THE FLAVOR
Blends
WITH CHEESE
A-1 SAUCE

STRAIGHT FROM THE SEA



The Brand that brings you
FRESH - CAUGHT FLAVOR

Little Bobby Kelly is going home today...



It's not a very big home that's waiting for you, Bobby... just a trim little house in a modest part of town...

But you'll find it's filled with riches that wealth could never buy... love and affection and all the things that really count.

And even though your busy Daddy hasn't lots of money, Bobby, he's doing things to make the dreams he has for you come true.

Just the other day he sat down with a man he knows he can always call on for friendly help and advice.

That man was your Daddy's Prudential agent. And together they planned wisely and soundly for the future, so that you and your Mummy will always have the blessing of a secure, protected home.



What Life Insurance Program for a Family Man?

When a man has children he has two definite insurance needs... *permanent* protection for his wife and *extra* protection until his children are grown up. To do both these jobs The Prudential offers its Family Income Policy.

Q: What is The Prudential Family Income Policy?

A: It is a low-cost policy which is available in amounts of \$5,000 or more, and which combines permanent protection for as long as you live with additional protection for the first 20 years.

Q: Just how does it work?

A: Suppose you should take out a \$10,000 Prudential Family Income Policy today:

If you should die at any time during the first 20 years, your family would receive \$100 every month until the twentieth anniversary of the policy, and then \$10,000.

If you should die after 20 years, then your wife would receive just the \$10,000.

The Prudential

HOME OFFICE • NEWARK, NEW JERSEY



INSURANCE COMPANY
OF AMERICA

One of these NUTONE DOOR CHIMES

will take the curse
off your doorbell



Whether you buy a formal
model for your hall... or a neat
little trick for your kitchen or

breakfast nook... a NuTone
Door Chime's going to change
life. No more jumping for a
harsh doorbell, a dozen times
a day. NuTones sound a beautifully resonant call—two musical notes for



the front door, one note for the rear.

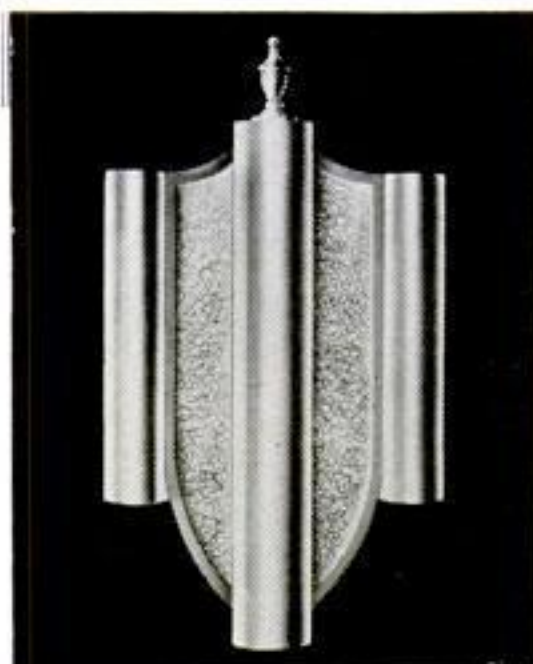
They're easy to install, and come at all
prices, from \$1.95 to \$29.50. You'll find
NuTone Chimes wherever fine electric goods
are sold. Every one of them is beautifully
designed. Any one of them will bring new
charm to your home, new peace to your ears.



KITCHENEER—Short tube
chime of many uses. In white or
ivory baked enamel. 12½". \$3.95



NUTONE CHIMES, Inc.
CINCINNATI, OHIO



MT. VERNON—Authentic Colo-
nial shield of brass. 11¼". \$5.95

KNUDSEN (continued)

almost never get tough with anybody who's working for me. Well, I found out a long time ago that if I yelled at a fellow I'd scare him, and when he was scared he'd lie to me. If you're going to be a boss, it's your business to help out the fellows who are actually doing the work, and if they're scared they just won't tell you their troubles."

Even as an executive, Director General Knudsen was not always the kindly, mellow, courtly gentleman he is today. "When he came over with us in 1922," recalls one Chevrolet executive, "he was the hardest-boiled so-&-so I've ever known—tough, suspicious, always looking for an ulterior motive." Bill Knudsen grew with his job. People who think of him as only a super-mechanic could profitably have been present in a Cincinnati bookstore some years ago when a Midwestern philosophy professor came in to ask about buying some first editions of Spinoza. "Not a chance," said the bookseller. "There's a fellow up in Detroit named Knudsen who's cornering the market." The books in Knudsen's big library are not there for show. A Detroit reporter who interviewed him years ago set out to quiz the businessman on his announced preference for Thackeray. "I thought I'd learned a lot about Thackeray in college," the reporter now recalls, "but I learned plenty new that day."

On a recent weekend in Detroit, Mr. Knudsen attended a club gathering at which his son Semon and some friends were dancing to a phonograph. Silencing it, the Director General of the Office of Production Management sat down at the piano, expertly banged out the *Darktown Strutters' Ball*, *Smoke Gets In Your Eyes*, and a Liszt waltz. Mr. Knudsen plays by ear, but he can turn off anything from the heaviest classics down. He also can—and does—step into the band at a party and take over the violin, the accordion or the xylophone. The Director General, who has always been ready for a song or dance in his off hours, is still a good man on a party.

He leads "an Army life"

Though far less lusty a drinker than he was before he lost a kidney a few years ago, Knudsen still relishes a highball concocted of champagne and Apollinaris water. Something of a marvel at mental arithmetic, he is a poker expert—as, like many good wives of poker-playing husbands, is quiet, home-loving Mrs. Knudsen.

Director Knudsen has little time for fun these days. In Washington he leads what he calls "an Army life." He has rented a small house in the Rock Creek Park Section, where he keeps bachelor quarters with two Filipino houseboys named Primo and Genio and a chauffeur named Garner. Up at 7 for a long day at the office, he usually spends his evenings with Army, Navy, Government or Defense staff officials whom he has been too busy to see during the day. Sometimes the conferences end up in poker, but Mr. Knudsen nearly always quits by midnight. When an Army bomber flies him home to Detroit for a weekend, he likes to spend as much time as possible with the four small grandchildren which his son and two married daughters have thus far presented to him.

For years the only speech that could be dragged out of Mr. Knudsen was at Chevrolet dealers' conventions when the big man would rise reluctantly to announce, "I vant vun for vun." By this Knudsen meant that he thought Chevrolet sales should equal Ford sales. In 1929, aged 50, he confessed to a friend that he would never

CONTINUED ON PAGE 116

FOR Professional
cocktails
AT HOME!

If you want to treat
your guests to as fine a cocktail
as human skill can produce, serve
HEUBLEIN'S CLUB COCKTAILS!

Made of the finest ingredients, including
famous imported Vermouths and Cognac.

Mixed by experts who know their business...
these masterly cocktails can't be matched by
one hit-or-miss amateur in a thousand!

Just pour them in a shaker—add ice
—and serve. No waste—for drinks left
in the bottle keep indefinitely.



HEUBLEIN'S
Club COCKTAILS

65 Proof

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7
POPULAR
VARIETIES
Always
Ready—
Always
Right



At the Scarab Ball, Detroit's big fancy-dress party, Dane Knudsen once appeared as an Italian organ-grinder. Mrs. Knudsen (right) accompanied him on the tambourine.

The FIT PARADE

LED BY SPORT-TIGHTS *

...THE FIT-FROM-ANY-ANGLE,

PATENTED PANTIE-GIRDLE

Get into these magic little panties and discover what comfort really is! Cool and light, boneless (but not spineless!), they firm you up with never a pull, pinch, ride or roll.

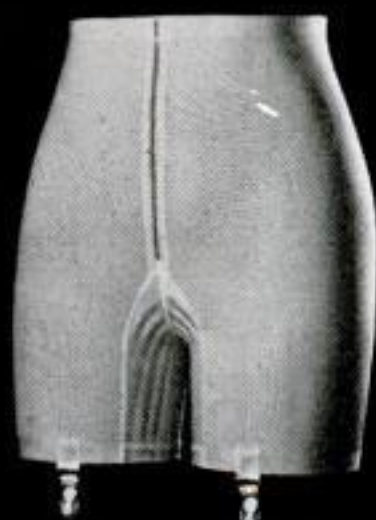
Wear SPORT-TIGHTS low on the hips, wash them like stockings, slip off the garters when you wear socks... and they'll fit you for every minute of in-and-outdoor living. Even the legs are thoughtfully made a little longer, to ban summer chafing.

SPORT-TIGHTS patented contour-crotch takes *all* the strain off points likely to feel it... front, back and between the legs. Sized by *hip* measure to assure perfect fit. Hips 34, 36, 38, \$2. Hips 40 and 42, \$2.50... at all good knit underwear or corset departments.



Sport-Tights are made of cool, absorbent *Len-O-Lastic* — an easy-to-laundry woven elastic fabric.

Won't pull at the seams—even if you do a majorette cart-wheel, which you can, in Sport-Tights!



*PATENTED
CONTOUR-CROTCH
CAN'T BUNCH OR BIND

SPORT-TIGHTS

ORDER BY MAIL IF YOU CAN'T FIND SPORT-TIGHTS NEARBY

SIL-O-ETTE UNDERWEAR CORP., 29 West 30th Street, New York, N. Y.

My waist measure is _____ Hip measure (widest part) _____

Enclosed is \$2.00 (Hip size 34, 36 or 38); \$2.50 if Hip size is 40 or 42

Send Sport-Tights in white _____ tea-rose _____

(Write your name and address in margin below)

A Special Preparation for the one man in 7 who shaves daily

It Needs No Brush— Not Greasy or Sticky

Modern life now demands at least 1 man in 7 shave *every day*. This daily shaving often causes razor scrape—irritation.

To help men solve this problem, we perfected Glider—a rich, soothing cream. It's like your wife's "vanishing cream"—not greasy or sticky.

BUFFER BETWEEN BLADE AND SKIN

You first wash your face thoroughly with hot water and soap to remove grit and oily sebum that collects on whiskers every 24 hours. Then spread on Glider quickly and easily with your fingers. Never a brush. Instantly Glider forms a protective layer between the edge of your blade and the sensitive surface of your skin. It enables the razor's sharp edge to remove each completely softened whisker at the skin line *without scraping or irritating the skin*.

ESPECIALLY FOR THE 1 MAN IN 7 WHO SHAVES DAILY

For men in responsible positions—doctors, lawyers, businessmen and others who must shave *every day*—Glider is invaluable. It eliminates the dangers frequent shaving may have for the tender face and leaves your skin smoother, cleaner. Glider has been developed by The J. B. Williams Co., who have been making fine shaving preparations for over 100 years.

TRY A TUBE AT OUR EXPENSE—We're so positive that *Glider* will give you more shaving comfort than anything you've ever used that we'll send you a generous tube **ABSOLUTELY FREE**. No stamps—no cartons—no dimes. Just send your name and address to The J. B. Williams Co., Dept. CG-5, Glastonbury, Conn., and we'll send you a tube of *Glider*. On this **FREE** trial test, we rest our case entirely. Don't delay—send in a penny post card today for your free tube of *Glider*. Offer good in U.S.A. and Canada only.

Everett D. Hulburt
PRESIDENT



*"Once-Overs" by Maiden Form mould the entire figure perfectly—bosom as well as body—because these one-piece foundations have been designed by the creator who has thoroughly mastered the art of brassiere construction. When you select one of Maiden Form's "Once-Overs," you can count on superb uplift and you will soon discover that they are equally effective in controlling both waistline and hips. \$5.00 and \$7.50.

The "Once-Over" illustrated has an "Allegro" top, to give smart "outlift" as well as "uplift" to average bosoms. For other "Once-Over" types, send for free Foundation Style Booklet L: Maiden Form Brassiere Co., Inc., New York, N.Y.

AT ALL LEADING STORES



"There is a Maiden Form for Every Type of Figure!"



Half for Loaf Half for Sleep

TOM-GIRL* pajamas in rose or open with white curlycue stripings. Slick man-tailoring, double-breasted front, double flap pocket. Sizes 34 to 40... about \$2



1350 BROADWAY, NEW YORK

KNUDSEN (continued)

be able to make a speech. He was, he said, too sensitive about his accent and too old to learn. Two weeks later he was persuaded to try it at an auto show. He flopped miserably, but kept on. Still no orator, Knudsen is now able to speak pithily and fluently to public gatherings and enjoys doing so.

Director Knudsen has an entirely unselfconscious talent for phrasemaking. Once in Detroit, when he was preparing to lead a charity drive, he endorsed a proposed committee chairman by saying: "I'm for that fellow. He's got a zipper on his heart." When "Zip Open Your Heart" was chosen as the slogan of the drive, Knudsen was surprised to learn that he had originated it. Some current Knudsenisms:

On political critics: "Son, never be afraid of barking rabbits."

On experts: "An expert is just a mechanic away from home."

On snoopers: "Snoopers? Don't call them that. Down here we call them co-ordinators."

To a group of extra-polite Army officers who had confused millions with billions in a set of figures they submitted to him, Knudsen recently remarked: "Gentlemen, I am getting sick & tired of good manners and bad figures."

"This is Knudsen"

Some of the superficial heritages of his Danish upbringing still throw observers off the track when they try to size Knudsen up. He bows deeply from the waist when acknowledging introductions. He blushes easily. He is still embarrassed by his accent. He calls reporters "sir" and "madam."

In Washington, Knudsen has deliberately chosen to let himself be known as a simple production man, even to the point of asserting that he never reads books and cannot play the piano. Though his crony, Jesse Jones, has counseled him that "the way to get power down here is to grab it," Knudsen has been careful to throw his weight around only where he was authorized to throw it. But his lungs have been growing used to the atmosphere of government, and he was vastly heartened when the executive order setting up the OPM came through. "We've been going around here with our hats in our hands asking people things," he said to an associate that day. "Now we keep our hats on and we tell 'em."

Literally, Mr. Knudsen no longer keeps his hat on in his office as, from old factory habit, he did even after he became head of General Motors. But he still operates with the directness of his motor-making days. "You can't run a business by pushing buzzers," he has said. He still prefers to call his subordinates on the telephone ("This is Knudsen") or better yet to drop in their offices "for a fill-in" rather than summon them to his. As an auto-production man, one of his great talents was his ability to reduce extremely complex operations to simple standards of operation and results. He still demands simplicity. He insists that memoranda and contracts be boiled down to a single page. His own letters and memoranda, written in longhand on a pad of yellow ruled paper, are usually confined to a paragraph. He wants the facts laid before him briefly. He makes decisions fast and never wastes words. A typical Knudsen contribution to a business conference occurred while plans for the General Motors Futurama at the New York World's Fair were being laid. Designer Norman Bel Geddes wanted to surround

CONTINUED ON PAGE 119



Knudsen on the xylophone is a treat for music-lovers. Here he performs with Texas Publisher Amon Carter at a Fort Worth party. He also plays piano, accordion, violin.

Air Step

THE SHOE WITH THE MAGIC SOLE

Style for your Easter Sunday Ease for your everyday Monday

You can forget your feet and concentrate on style when you wear Air Steps.* The genius of their design is building into a smart, light, feminine shoe a hidden comfort—the Magic Sole.

This gentle air-filled cushion takes up the pavement-shock that feet aren't padded enough to withstand. It is as soothing and restful to feet and nerves as walking barefoot on tender grass—frees your feet to walk in style. Keep "Fresh at Five" in Air Steps.

For name of near-by Air Step store, write
BROWN SHOE COMPANY, St. Louis.

\$6.00
*Slightly higher
Denver West*

MISS DOUGLAS' COSTUME FROM DANA DE PARIS, NEW YORK

*Reg. U. S. Pat. Off.

VICKI—
stunning for
afternoon black.



RENEE—
perfect with
prints or dressy
blacks.



VISTA—
a classic for the
costume in blue.



INEZ—
to wear every-
where, with
everything.



SCAMP—
the newest shoe
for casual wear.



RANDY—
a "must" for
simple summer
things.



LAURIE DOUGLAS, talented and beautiful model, chose an Air Step navy blue gabardine step-in to set off her Easter costume—a gray woolen redingote.

Set your expectations *high*, then take the wheel!

IT WOULD BE A GOOD IDEA if people who come to see and drive a Ford could first see and drive some cars that sell for much more money. Then they would understand more clearly the place the Ford car holds today.

Then they would quickly realize that today's Ford is more like the high-priced cars than it is like the cars which sell at the Ford price. The reason for this lies in the history

of the Ford car itself. The Ford car was built in the first place to make it possible for the man of average means to own an automobile.

Then, to make the Ford car finer, year by year, we borrowed for it more and more of the proven features of more expensive cars. To these, Ford engineers applied Ford methods and Ford resources in the big Ford plant, until ways were found to put these features in

our cars and still retain the low Ford price.

You get the results when you drive a new Ford today. Your touch on the starter turns loose smooth, fine-car power. Your toe rests on the pedal of a fine-car clutch. Your fingers flick a gearshift of accepted fine-car type. And scores of unseen fine-car parts commence to do your bidding.

Set your expectations *high*, then try our car.



Some Ford Advantages for 1941:

NEW ROOMINESS. Bodies are longer and wider this year, adding as much as seven inches to seating width.

SOFT, QUIET RIDE. A new Ford ride, with new frame and stabilizer, softer springs, improved shock absorbers.

POWER WITH ECONOMY. This year, more than ever, Ford owners are enthusiastic about the economy and fine all-round performance of Ford cars.

BIG WINDOWS. Windshield and windows increased all around to give nearly four square feet of added vision area in each '41 Ford Sedan.

LARGEST HYDRAULIC BRAKES in the Ford price field, give added safety, longer brake-lining wear.

**GET THE FACTS AND
YOU'LL GET A FORD!**



The shoe
of the week



The CARESS... the sensation of the year.
From low heel to joyously soft toe,
it's a perfect dream of comfort and
smartness. See it at your dealer's today.

Red Cross Shoes
\$6.50
Denver West, \$6.85

WILSON & CO.

Dogs that refuse
other food **EAT**
Ideal with gusto
day after day



FOR THE NAME "BURTON" ON FINE COTTON
BURTON'S
IRISH
POPLIN
"Quality Unchanged
in over 50 years"
For Uniforms, Shirts
Sports Garments, and by the yard

KNUDSEN (continued)

the building with reflecting pools. The G. M. president had objected that it would become a receptacle for Fair-goers' cigars and gum wrappers. But he was willing to be convinced, and sat patiently and silently through a lengthy G. M.-Geddes conference about it. Finally the conferees turned to him for an opinion. "Gentlemen," said Mr. Knudsen, "there will be no water."

Director Knudsen is not an orthodox administrator. In the professional phrase, he "jumps lines of authority." Seeing something that needs to be done, he is apt to pick up his telephone and order it done—and the subordinate who is responsible for that particular job may not hear about it for some days. "But," explains his suave, able right-hand man, John D. Biggers, who does most of the paper work in defense production, "he does it in such a nice way that you can't get mad at him. We just know that's the way he works. He's a direct-action man."

Mr. Knudsen has four sisters still living in German-occupied Denmark. But the steam which propels him in his present job is his feeling that he owes a lot to the country which gave him the chance to become what he is. He used to talk often of the duty of older men to retire and devote themselves to public service. In those days his plans were only of civic work in Detroit which he loves. Between taxes and charities—including a church building, a maternal health foundation and many miscellaneous benefactions—Knudsen saved not a nickel of his much-publicized income as G. M. president. When a Texas Congressman asked him at a public hearing why he had given up that fabulous pay to come to Washington and work for nothing, Knudsen replied:

"I don't want to sound sentimental, but I had been working in this country for 41 years. It had been pretty good to me. I was in a position to work for nothing, and I felt that if I could do something for the country, I would like to do it. That's all."

From the moment that Bill Knudsen asked last summer, "Who's boss?" (of the Defense Commission), and the President replied, "I am," there has never been the slightest doubt about who has the final authority and responsibility for the defense program. That he could find for production chief a businessman of Knudsen's caliber who was sympathetic enough to have voted for him in 1932 and to have kept neutral in 1940 (though reputedly betting \$7,500 on his re-election) was for the President a simple and unequivocal Godsend. Bill Knudsen, for his part, is enormously proud to be the Commander in Chief's trusted field marshal. He saves every memorandum which comes to him from the White House.

Mr. Knudsen, who has long made biannual inspection trips to Europe for General Motors, came back in 1938 mightily impressed with Nazi industrial efficiency. But, he boasted of his adopted country, "Nobody can do what we can do if we all get together." On March 17 the Director General revealed that passage of the Lease-Lend bill necessitated upping the already gargantuan U. S. arms production program by 60%. He was not alarmed. The long tooling-up time is almost over. He believes that we all are getting together. And when U. S. defense industry really gets rolling—which it will this summer, he says—the man who bossed the building of more automobiles in one year than any other man in history, whom Henry Ford called a "production genius," is sure that his boast of 1938 will be made good.



"The Boss" is what Mr. Knudsen calls President Roosevelt, whom he is here greeting with customary bow on the day the Defense Commission was organized last summer.

UNDERSHIRT DISCOMFORT BANISHED!

New Invention Brings Shirt That
"Gets Out of Your Lap
When You Sit Down"



Normal Movement and Activity
Causes Old-Style Shirts To Bunch-Up,
Roll, "Rope-Up" Around Your Mid-
dle—Because Old-Fashioned Shirts
Have No Place To Go But Up!

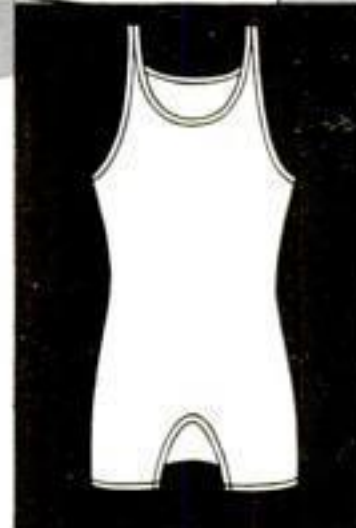


New Kut-Ups Shirt Stays Down. It
G-I-V-E-S—actually "Rides Along"
With Leg Action As You Sit, Stand or
Walk—Stays Smooth and Snug Above the
Belt—Gives Freedom Around the Waist.

HERE'S THE SECRET!

Kut-Ups front per-
mits shirt to spread
and follow body
movements without
sliding up. Can be
worn with any type
short or brief. Won't
creep or crawl.

Your Retailer has Kut-Ups Shirts or can Get
Them For You Quickly. Start Enjoying Kut-Ups
Comfort Now.



Healthknit

Kut-Ups SHIRTS and MacDEE BRIEFS
Standard Knitting Mills Inc., Knoxville, Tenn.



HUARACHES The Sandals
that made Mexico famous
Will feel famously soft
and cool on your feet

Immediate delivery \$2.95
postpaid, only . . .

**WORN WHEREVER PEOPLE PLAY
AND GUARANTEED TO FIT**

Natural beige (illustrated) or white. Individu-
ality and stamina are woven into this air-con-
ditioned sandal. For men and women. Give
The shoe size and send outline of foot.

The OLD MEXICO SHOP
SANTA FE-NEW MEXICO



Dorothy McGuire as Claudia creates this appealing portrait of a pixilated young wife. Born in Omaha and educated at a

private school near Boston, Dorothy stormed Broadway at 19. For four years she impressed nobody because she looked

so little like an actress. Dorothy's sudden success caught her with only two outfits of clothes, no rug in her apartment.

ACT I



Claudia teases David (Donald Cook) by tying a ribbon in his hair while with husbandly horror he inspects her household checkbook.



Claudia foists a pickle on David who does not share his wife's passion for between-meal pickles and bread-and-butter sandwiches.

THE "CLAUDIA" BOOM HITS BROADWAY

One of the oddest phenomena in the entertainment world is how a little idea like "Claudia" can grow into big business. Claudia was the gay young wife in a *Redbook* short story by Rose Franken. By popular request she then appeared in 18 more stories of married life for which Author Franken earned about \$2,000 apiece. Claudia then came out in two books (*Claudia*, *Claudia and David*, Farrar & Rinehart), and last year on the radio she was played by Gertrude Lawrence. Now *Claudia* is a new Broadway hit.

As a play, *Claudia* is a deeper study of character, developed around Claudia's need to outgrow an exaggerated attachment for her mother. It succeeds as entertainment because of Author Franken's womanly gift for describing married life with humorous sympathy, and because of a new actress in the title role. Dorothy McGuire (*opposite*) is the season's find.

Meanwhile, the "Claudia" business rolls along. Film rights have been sold for \$187,000. Rose Franken and her husband are under option to write the film for \$2,500 a week. More Claudia stories and radio plays are due. Claudia will earn her creator more than half a million dollars.



DAVID & CLAUDIA IN "REDBOOK" STORY




"You're all the woman I want," confesses David to Claudia lolling on his lap. Claudia: You make me feel like a bad woman. David: All good wives should feel like a bad woman. (Turning to the checkbook) Come on, now. Let's get this finished and go to bed.

vid: All good wives should feel like a bad woman. (Turning to the checkbook) Come on, now. Let's get this finished and go to bed.

CONTINUED ON NEXT PAGE

**SEND ME
YOUR NAME**
ON A POSTCARD AND I'LL SEND YOU
OUR REVOLUTIONARY
NEW INK FREE
(20,000-word Introductory Bottle)

See How It Ends
Pen-Clogging



by G. H. Saylor,
Chief Chemist,
The Parker Pen Co.

WE'RE not making this offer to appear big-hearted, although it will cost us thousands of dollars. But frankly, we'll be the gainer in a way you don't suspect—and you'll gain even more than we. Here's how:

First, we'll get you to fill your pen with Parker Quink—our revolutionary new writing ink—an ink that actually dissolves deposits left by ordinary pen-clogging, pen-corroding inks!

Makes Your Pen a Self-Cleaner

Thus Quink makes a pen work like a charm—a Parker or ANY OTHER pen. Quink does what no other ink can do—it cleanses your pen as it writes! Your pen becomes a self-cleaner. That will save thousands of dollars in repairs every year. It will also save pen users the loss of pens while being serviced.

Indeed, we created Quink to guard 50 million Parkers from inks that form deposits and clog the feed, corrode the works, or gum the point. For our engineers reported that such inks cause about 65% of the pen troubles.

An ink like Quink is all the Parker needs—all any good pen needs. That's why we're willing to send you this 20,000-word Introductory bottle utterly free. A million requests won't be too many—or five or ten million. We want ALL pen owners to use Parker Quink, and especially owners of Parker Pens.

Discover This NOW!

(1) Discover at once how quickly Quink dries ON PAPER—31% quicker than average. (2) How rich, full-bodied and brilliant—never watery, never gummy. (3) That PERmanent Quink is as permanent as the paper—protects checks, records, documents—equals or excels U. S. Gov't specifications in 8 major ways. (4) Or, if you try WASHable Quink (for home and school) discover how it washes from fabrics or hands, without a trace. (5) And see how either kind of Quink makes your pen flow like new—perform like new.

Get a full 2 oz. bottle for only 15 cents from any store selling ink, or just send me a postcard for Introductory bottle, or mail your name on the coupon below and state the kind you prefer. Send no money. Address G. H. Saylor, Chief Chemist, The Parker Pen Co., Dept. LIF3, Janesville, Wis. (Offer good only in U. S. A.)

G. H. Saylor, Chief Chemist,
The Parker Pen Co., Dept. LIF3,
Janesville, Wis.

Please send free, one 20,000-word Introductory Bottle of Quink, as checked below

☐ PERmanent ☐ WASHable

My Name _____

Address _____

enjoy the luxury of

Ancient Age



the whiskey of the
"FLAVOR-YEARS"



You can't hurry Father Time when he's aging a superb whiskey! That's why we let the Ancient Age whiskeys sleep undisturbed for a full 8 years. Matured by these extra "Flavor Years" . . . mellowed at leisure for your taste to treasure . . . the straight whiskeys in Ancient Age are eight **YEARS OLD***

*Also available
at 5 years old*

KENTUCKY STRAIGHT BOURBON WHISKEY. THIS WHISKEY IS 5 YEARS OLD. 90 PROOF. COPR. 1941. SCHENLEY DISTILLERS CORPORATION, NEW YORK CITY

THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 8 YEARS OLD.
*ANCIENT AGE IS A DE LUXE BLEND OF STRAIGHT WHISKIES, 86 PROOF.

"Claudia" (continued)

ACT II



Claudia is glamorized by a visiting opera singer (Olga Baclanova) who shows her how to wear clinging dinner pajamas, gives her new hair-do, sprays her with perfume.



Claudia flirts experimentally with a neighborly Englishman (John Williams) while her husband, David, makes the traditional unexpected entrance during their embrace.



David forgives Claudia with a playful poke on the nose after forbidding her to wear dinner pajamas again. Says Claudia sadly, "You love me, but you don't like me."

ACT III



Tragedy comes to Claudia when she learns her beloved mother (Frances Starr) will soon die of cancer. Here she controls an impulse to embrace her mother hysterically.



Claudia comes of age by learning to face bravely her mother's death, knowing life will be carried on in her own baby. Here she and David bid her mother goodnight.

You'll like yeast



this new way



PETE: You're sure full of the old whoop-de-do! Been eating yeast again?

MILDRED: No... drinking it! Fleischmann's Yeast in tomato juice is simply divine!



PETE: Baby, you hit the jack-pot there! I remember how swell life looked when I was eating yeast.

MILDRED: Well, you'll never have to leave it again. It's delicious in tomato juice... tastes like oven-fresh bread, and the longer I stay with it, the more I like it.



PETE: O.K., I'll give it another whirl. I always knew the experts were right when they said "yeast is one of the richest natural sources of the amazing vitamin B complex."

MILDRED: Oh, that's been proved long ago. But maybe you're not getting enough of these vitamins. Drink yeast first thing in the morning, last thing at night... See if the world doesn't get brighter!



MASH... Take a cold cake of Fleischmann's Fresh Yeast and mash it in a dry glass with a fork.



STIR... Add a little cold tomato juice, milk or water. Stir till blended. Then fill glass. Stir again and...



DRINK... your yeast this delicious, easy way. It's quick, too... whole business takes less than a minute!



**Fleischmann's
Fresh Yeast**

Copyright, 1941.
Standard Brands Incorporated

DRINK IT... TO YOUR HEALTH!



SPLIT BY CENTER AISLE INTO PARTISANS OF OPPOSING TEAMS, THE CROWD WATCHES TENSELY WHILE PLAYER AIMS HIS DART TOWARD THE BASE-HIT TERRITORY ON BOARD

ADDITION OF BASEBALL BRINGS OLD DART GAME NEW FAME AS REAL SPORT

In such separate centers as Milwaukee, Philadelphia and Kansas City, thousands of baseball fans have this winter found an outlet for suppressed desires by bringing the diamond indoors and hurling darts at it. Called "dart baseball" or "dartball," this new variation of the old English pub game has won a respectable place on the sports calendars of hundreds of churches, factories, community clubs, schools, police and fire departments.

Nowhere do dartball addicts pursue the sport more relentlessly than in Milwaukee, where some 3,000 players are organized into eleven major leagues. These pictures, taken at a tournament held especially to illustrate the game for LIFE, show the North and South Side All-Star teams of Milwaukee's Lutheran League in action. Key point to note about dartball, which otherwise is played on straight baseball rules, is that the player pitches and bats simultaneously.



Batter zings dart toward target 20 ft. away. Areas on diamond are distinguished by colors: white for safe hits, gray for strikes and blue for balls. In the center is tiny home-run spot.



Batter crouches on follow-through and watches with crowd for the satisfactory thud that indicates a base hit. Batting-average statistics are kept for each player as in bigtime baseball.



(PHOTO BY W. EUGENE SMITH FOR COLLIER'S WEEKLY)

Horse Power for the Navy—Six of the Navy's new "Elco" patrol torpedo boats, streaking through coastal waters at close to a mile a minute. Each of these swift, hard-hitting Water Wasps is powered by a trio of 1350 horsepower Packard marine engines, churning up a total of 4050 horsepower!



(INTERNATIONAL NEWS SERVICE PHOTO)

Somewhere in England—A squadron of Spitfire fighting planes lined up for action. Packard, chosen to build—by the thousands—the famous aviation motors which have been so thoroughly battle-tested in the Spitfire and Hurricane fighters, recognizes this assignment as a tribute and a challenge to Packard precision production.



Packards for the Army—Just a part of a Packard fleet, over three blocks long, recently delivered to the Army for service as Staff cars. Land transport, too, must

have swift, dependable performance—and these roomy, 160-horsepower Packard Super 8's answer all of those major requirements with plenty of power to spare.

Sisters under the skin

ON LAND, sea, and in the air, Packard-built power plants are answering today's emphasis on the need for swift, powerful, and dependable performance.

Thanks to 42 years of experience—with almost every type of engine, for almost every type of mobile equipment—Packard has been ready and able to undertake assignments calling for superfine precision production.

Fortunately, too, Packard is big enough to fulfill its responsibilities to national employment and prosperity—to give defense clear right of way and carry on with regular car production at the same time.

All of Packard's traditional skill in engineering, production and craftsmanship are embodied in every new 1941 Packard that "rolls off the line". Once you enjoy the superb

performance it combines with amazing dependability and all-round economy—you'll want a Packard for your own. \$907 to \$5550, delivered in Detroit, State taxes extra.

PACKARD

ASK THE MAN WHO OWNS ONE



Save the tongue, lady—use SELF-SEAL

NOBODY wants to lick envelopes. Nobody likes to lick envelopes. Nobody *has* to lick envelopes. Everybody can (and should) use Self-Seal Envelopes.

Self-Seals are as modern as that cute little hat you just can't wait to wear. They *seal themselves*, yes positively!

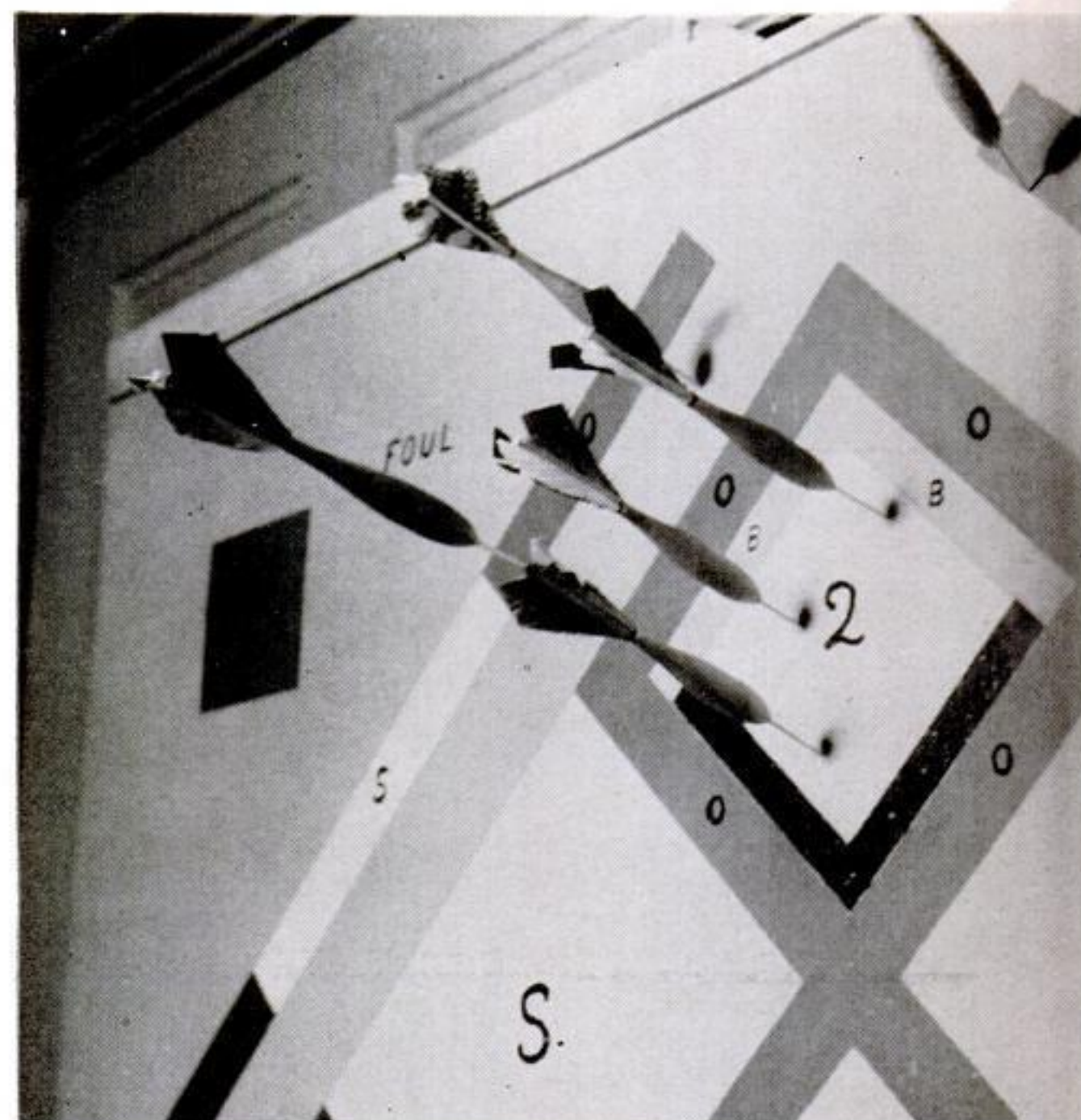
You just lift the lower flap up, and you press the upper flap down, and the Self-Seal Envelope is ready to drop in the mail-box. You can get them wherever stationery is sold, and at a nice, comfy price. They're also featured in boxes of Kellogg's Fine Writing Papers. Available, too, in commercial form for office use.

FREE For a free sample, full-size package of Self-Seal Envelopes and white linen note-paper to match, send your name and address and name of your stationery dealer to United States Envelope Co., Dept. C, Springfield, Massachusetts. Include 3c to cover postage.

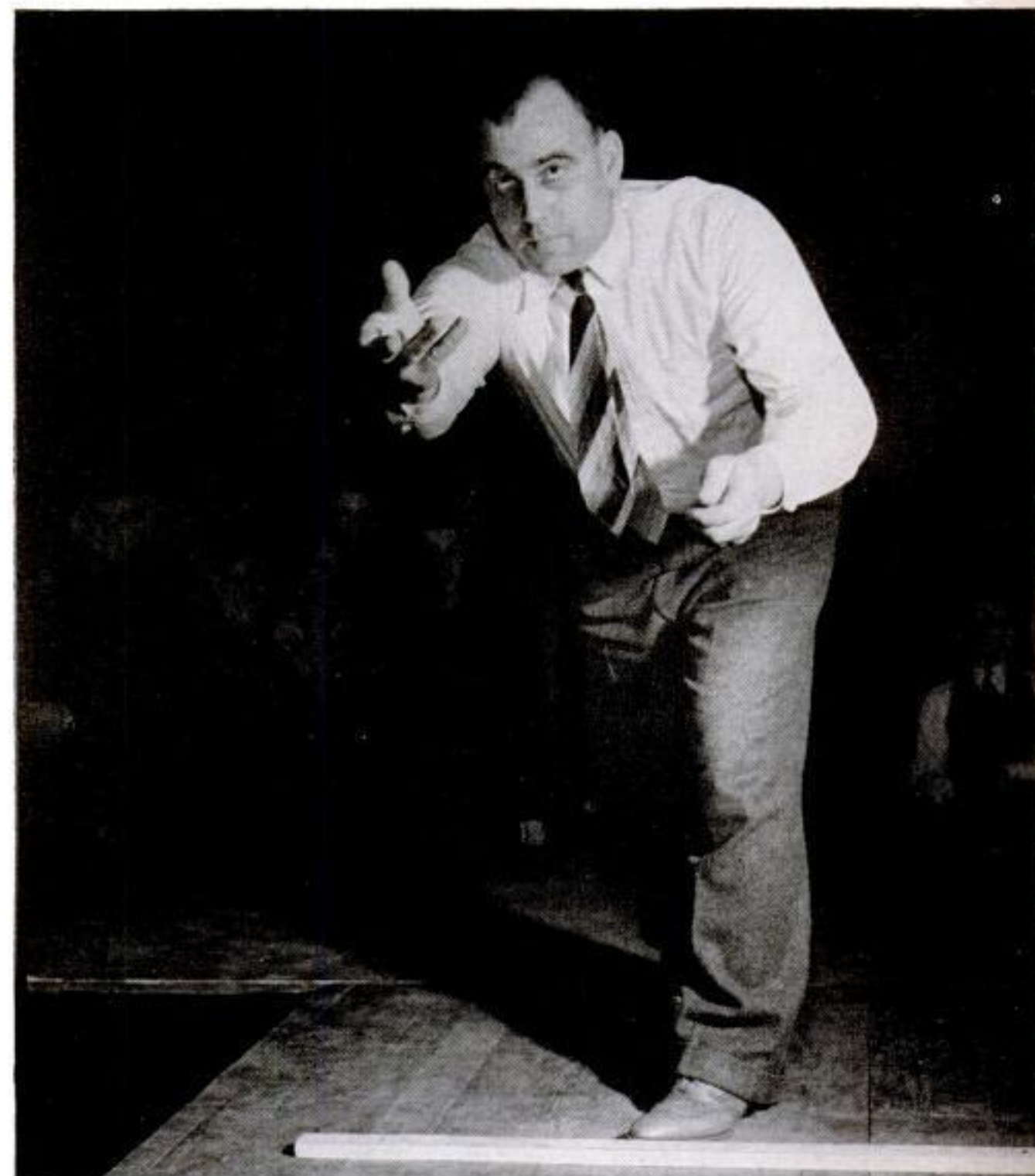


SELF-SEAL ENVELOPES

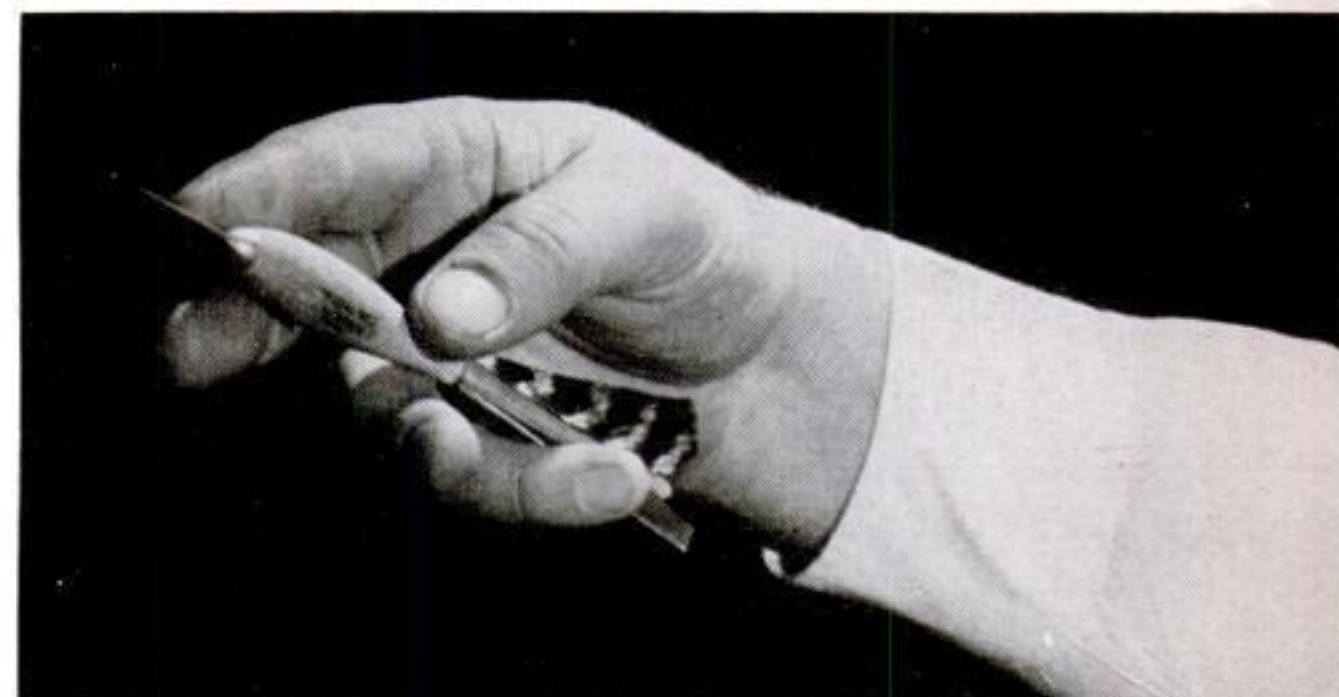
Dartball (continued)



Freak shot occurred last year in Milwaukee when one dart split the shaft of another. Rules decree that last-thrown dart is dead. This game was played on old-style board.

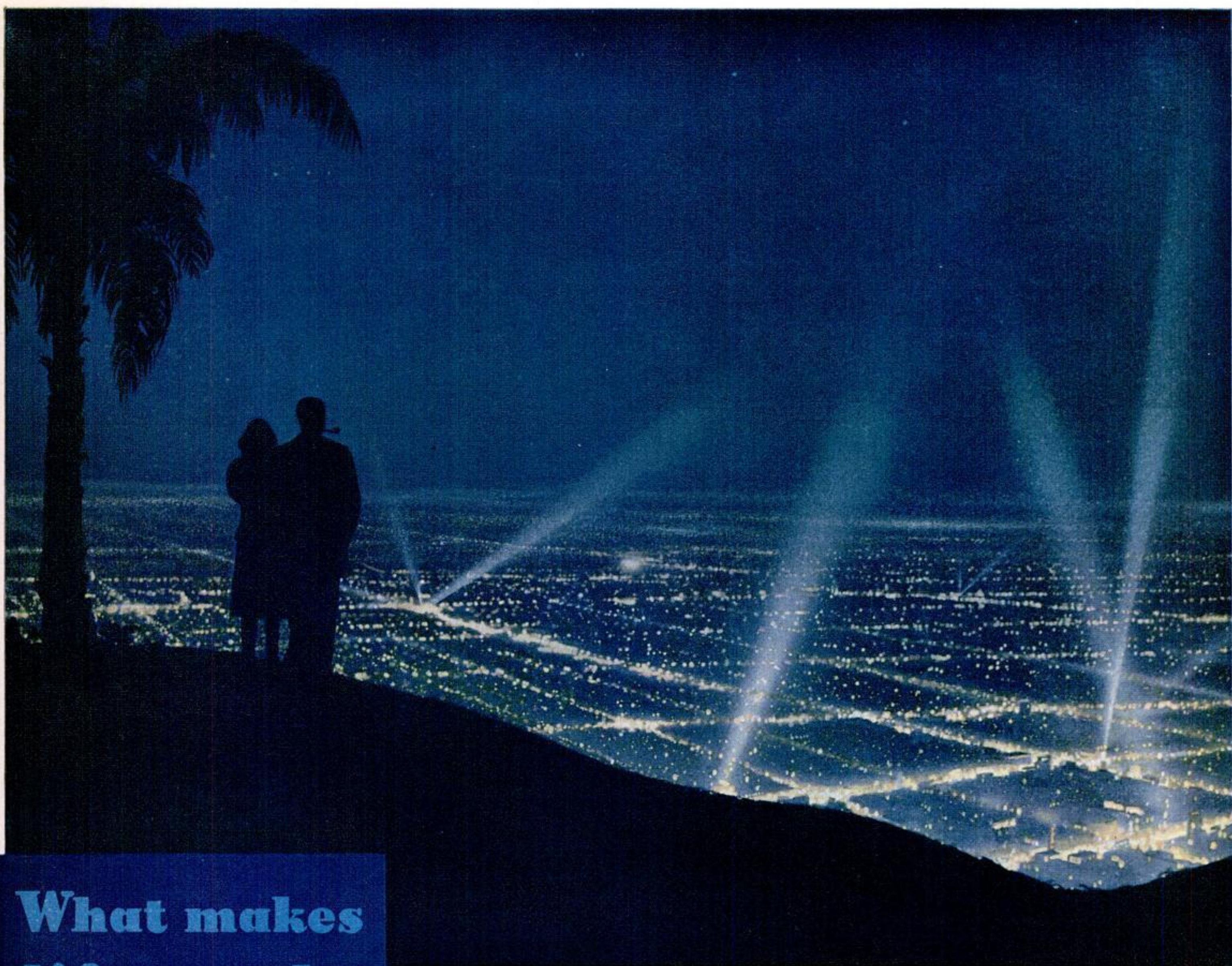


Proper pitching stance is demonstrated by Player Les Whitcomb of North Side All-Stars' winning team. Pitchers must toss underhand, take care to keep behind line.



Dart is gripped firmly but lightly, thrown with little finger-flip. Effort is now being made to standardize darts, boards, regulations for dartball throughout the country.

CONTINUED ON PAGE 129



What makes life worth living?

AUGUST						
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



It's not the routine, prosaic things. It's the red-letter days in your life that you always remember...the Big Moments that really make life worth living. Well, this is no year for an ordinary, close-to-home vacation. This is the year for that big Southern California vacation. Take it NOW, while you can and when it will do you the most good.



Play on white beaches and scale tall mountains. See the Old Missions, the horse racing, the interesting industries: oil, oranges, movies, airplanes. Tour foreign colonies, play your favorite sport in a matchless setting. And take part in the gay

night life: the broadcasts, Symphonies under the Stars, famous supper clubs. Summer days are clear and rainless. Nights are cool...you'll sleep under blankets.

The memories of this place will belong to you forever—something no one can ever take from you. And the trip



across this country of ours will give you a fresh outlook on America, on events, and on yourself. Chances are you'll call the trip one of the finest investments you ever made.

Faster Travel! Lower Costs! Ordinary 2-week Vacation Is Ample!

TODAY, even from New York, Southern California is just overnight by plane, as little as 2 business days by train, 4 to 7 by auto or bus. And living costs here (where sport and fun are continuous the year 'round) average 22.8% under those of 20 other leading U. S. resorts. Accommodations for every budget in Los Angeles, Beverly Hills, Glendale, Pasadena, Pomona, Hollywood, Santa Monica, Long Beach, and other cities of Los Angeles County and its neighbors.

FREE: Automatic Trip Planner

For your Southern California trip: new unique book, answers all your questions. Lavishly illustrated. Crammed with impartial facts available only through this non-profit

community organization. Get your free copy by return mail.

When you arrive, step into our Tourist Information Bureau, 505 West 6th St., Los Angeles. Literature, maps, guidance—26 helpful services—all free.

All-Year Club of Southern California

Come to California for a glorious vacation. Advise anyone not to come seeking employment, lest he be disappointed; but for tourists, the attractions are unlimited.

Southern California

FREE — MAIL COUPON TODAY—

All-Year Club of Southern California
Dept. SS-3, 629 So. Hill St., Los Angeles, California

Send me free book with complete details (including costs) of a Southern California vacation. Also send free routing by ☐ auto, ☐ rail, ☐ plane, ☐ bus, ☐ steamship. Also send free booklets about counties checked: ☐ Los Angeles, ☐ Orange, ☐ Riverside, ☐ Santa Barbara, ☐ San Diego, ☐ Ventura, ☐ Kern, ☐ San Bernardino. Please send ☐ "Events List".

Name _____

Street _____

City _____

State _____

(Please print name and address) Copr. 1941 by All-Year Club of So. Calif.

Choose your spark plugs for greater gas mileage and you'll choose **CHAMPIONS!**



Champion's patented Sillment seal (here) and (here) prevents troublesome leakage common to ordinary spark plugs. When such leakage occurs it means loss of power, poor gas mileage.



You'll go farther between gas station stops by making sure your spark plugs are Champions—and having them tested and cleaned at regular intervals.

The annual Gilmore-Grand Canyon Economy Run is a striking test of car economy over all kinds of roads. Cars of every price division, weight and horsepower meet on an equal basis by virtue of the supervision of the A.A.A. Contest Board whose formula determines the winners. This year, and every year since its inception, cars equipped with Champion Spark Plugs have won the Sweepstakes class and the vast majority of all price divisions.

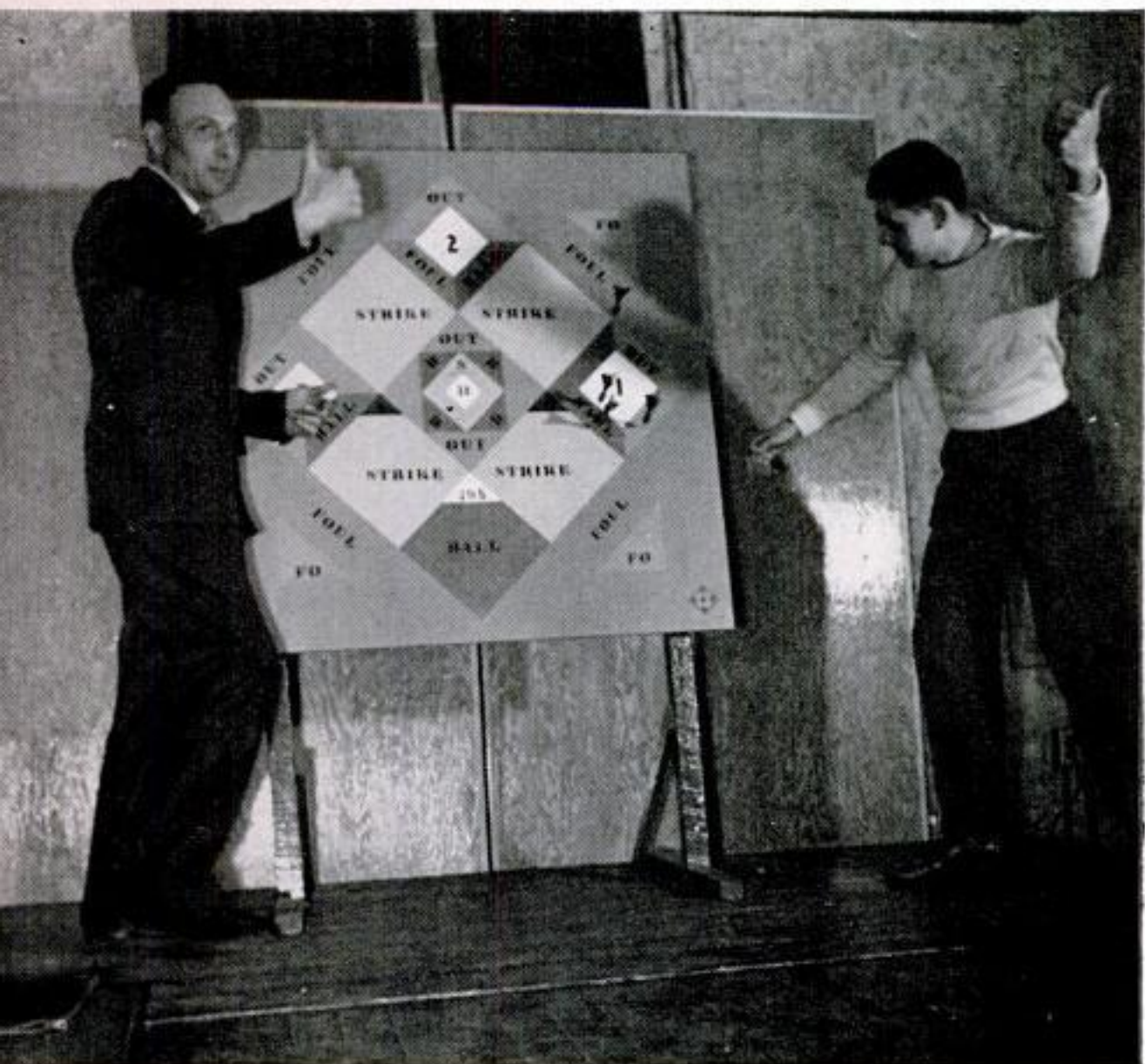
Champion superiority in open competition of every sort is no mere happenstance, but rather the definite result of structural and operative superiorities which become dramatically self-evident in such outstanding events as these.

Remember that Champion makes spark plugs and nothing but spark plugs. Research, engineering and manufacturing facilities without equal in the business are constantly at work for you to produce better, more dependable engine performance through better spark plug performance. That's why Champions are champions in fact as well as in name—why your car deserves Champions.

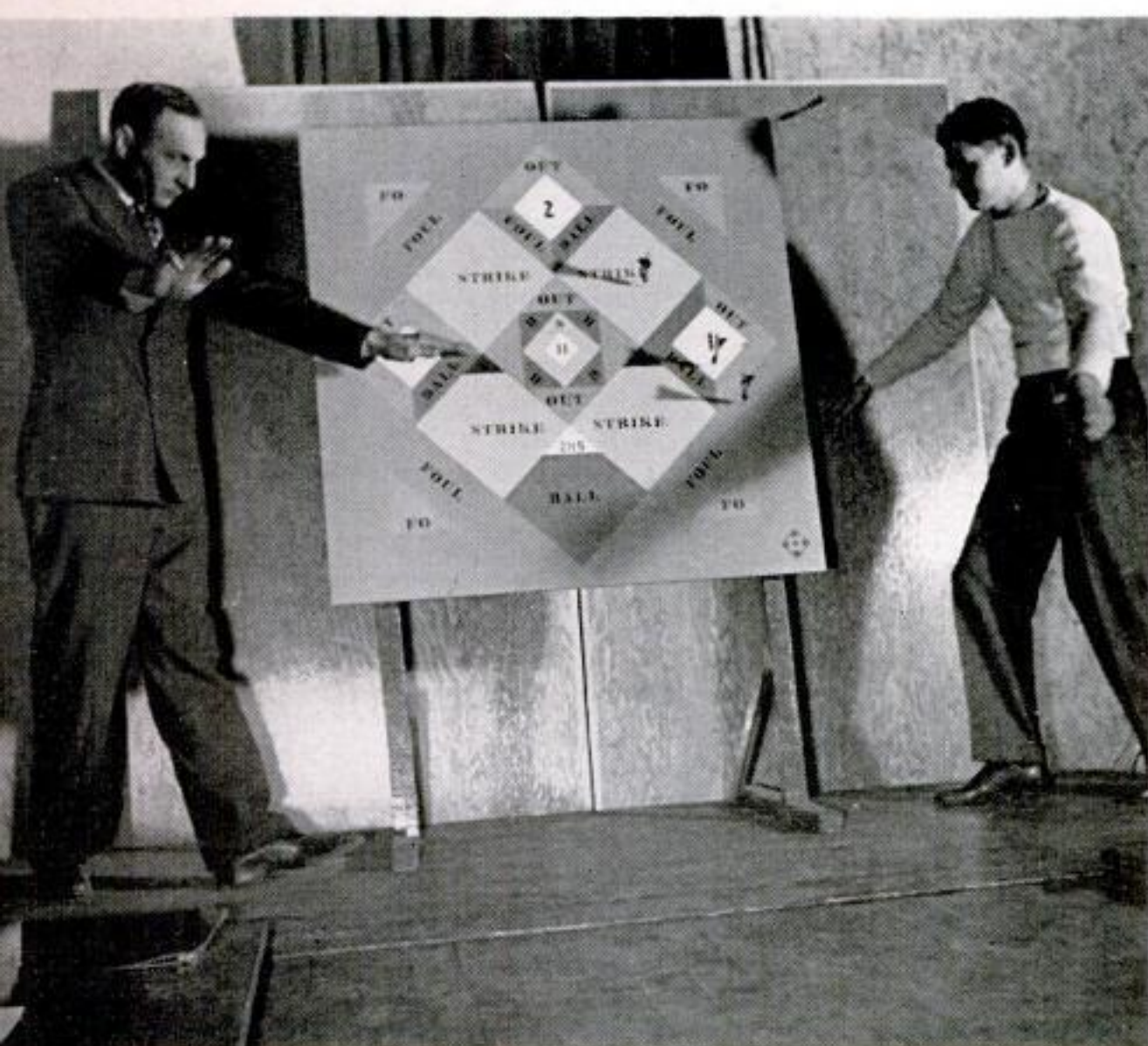


A Lincoln Custom equipped with Champion Spark Plugs was the Sweepstakes Winner of the Gilmore-Grand Canyon Economy Run. Champion-equipped cars won eight out of ten price divisions.

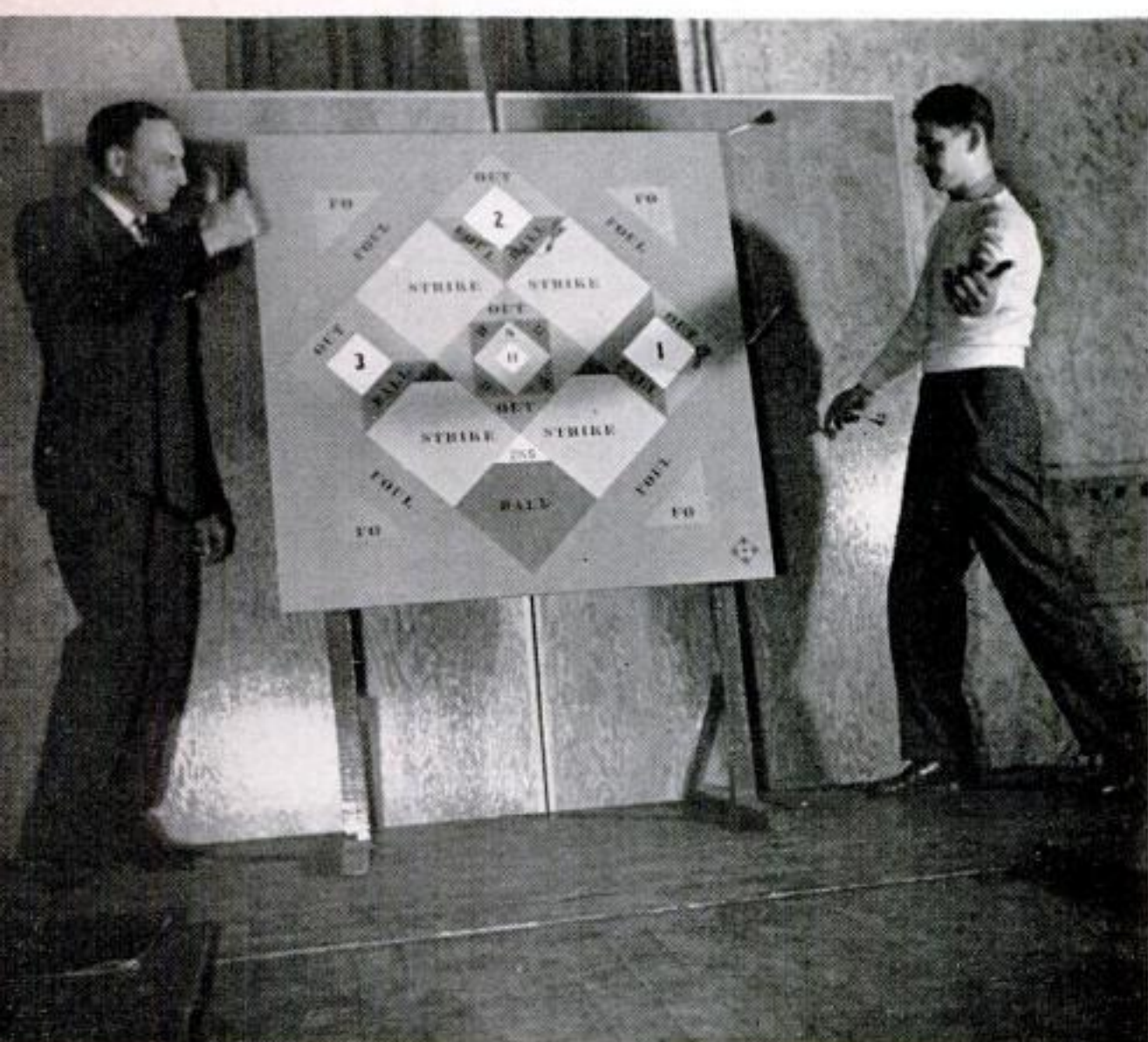
You're always ahead with Champion!
SPARK PLUGS



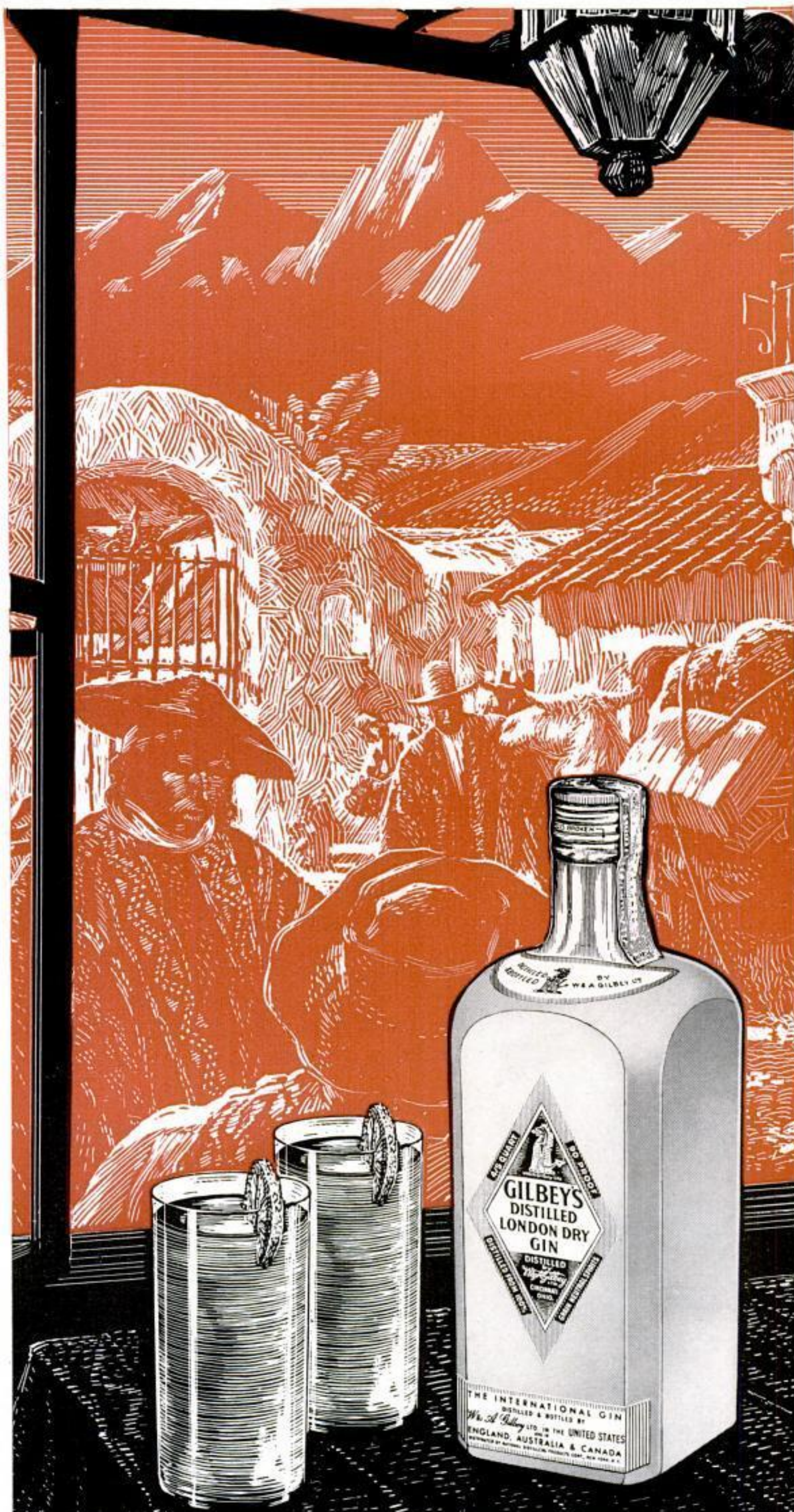
First man up flies out after pitching himself two balls, one foul strike. The umpires, one from each side to insure impartiality, swoop their thumbs up in big-league style.



Base hit is scored by second batter, who sails a dart into safe territory after taking two strikes. Dart placed by umpire in the upper right corner indicates one man out.



Third out retires the side with no runs, one hit, no errors. Board is now completely cleared and the opposing team comes to bat. Score is chalked up on a blackboard.



One Name the Whole World Knows!

When you realize that anywhere in the world the name "GILBEY'S" will always get you a great gin drink, you begin to appreciate how superlatively good this celebrated gin must be! For it takes a great gin to win and hold the loyalty of the whole, wide world for generation after generation. See what a difference that name "Gilbey's" will make in your drinks here in America!

GILBEY'S *The International* GIN

THE "INTERNATIONAL GIN" DISTILLED BY GILBEY IN THE UNITED STATES AS WELL AS IN ENGLAND, AUSTRALIA, AND CANADA

National Distillers Prod. Corp., N. Y. - 90 Proof - Distilled from 100% grain neutral spirits.



START OF TREASURE HUNT PLUNGES THE CHILDREN INTO STATE OF LOVELY INDECISION. NOT KNOWING WHERE TO BEGIN, THEY WANDER AROUND IN CIRCLES, GIGGLING

Life Goes to a Kids' Party

for a 6-year-old in Kenilworth, Ill.

On March 10 Gene Thulin of Kenilworth, Ill. rounded out her sixth year of enjoyable existence. For this achievement her parents rewarded her with a birthday party that was everything a sixth birthday party should be. Despite adult preconceptions, it is generally true that children have a lousy time at children's parties. They resent being regimented, prodded into enthusiasm, coached from the sidelines. They have only contempt for the hollow gaiety which grownups see fit to adopt on such occasions. And they are likely to indicate their disapproval by getting sick sometime after 4:30 p. m.

Smart management by Mrs. Thulin conveyed Gene's party safely over social and psychological hazards. Adroitly she began the program with a treasure hunt, thereby giving each young guest a chance to explore the house, to exercise instincts of acquisition and, if need be, to enjoy a few moments of solitude and darkness in an upstairs closet. Later, when the ice had thawed, Mrs. Thulin pulled another fast one by introducing a magician who successfully kept everyone quiet for a full hour. Then came ice cream and cake. Nobody spilled anything. Nobody fell ill. Nobody cried. All in all, it was a fine affair.



Magician flabbergasts young audience. Six-year-olds, much less skeptical than 12-year-olds, are as easy to fool as adults.



Pinning tail on donkey, Gay French finds proper end but lacks vertical reach to win. Only two kids hit the bull's-eye.



The inevitable impediment of tissue-paper wrapping balks Helen Alstrin's impatience to inspect treasure-hunt trophy.

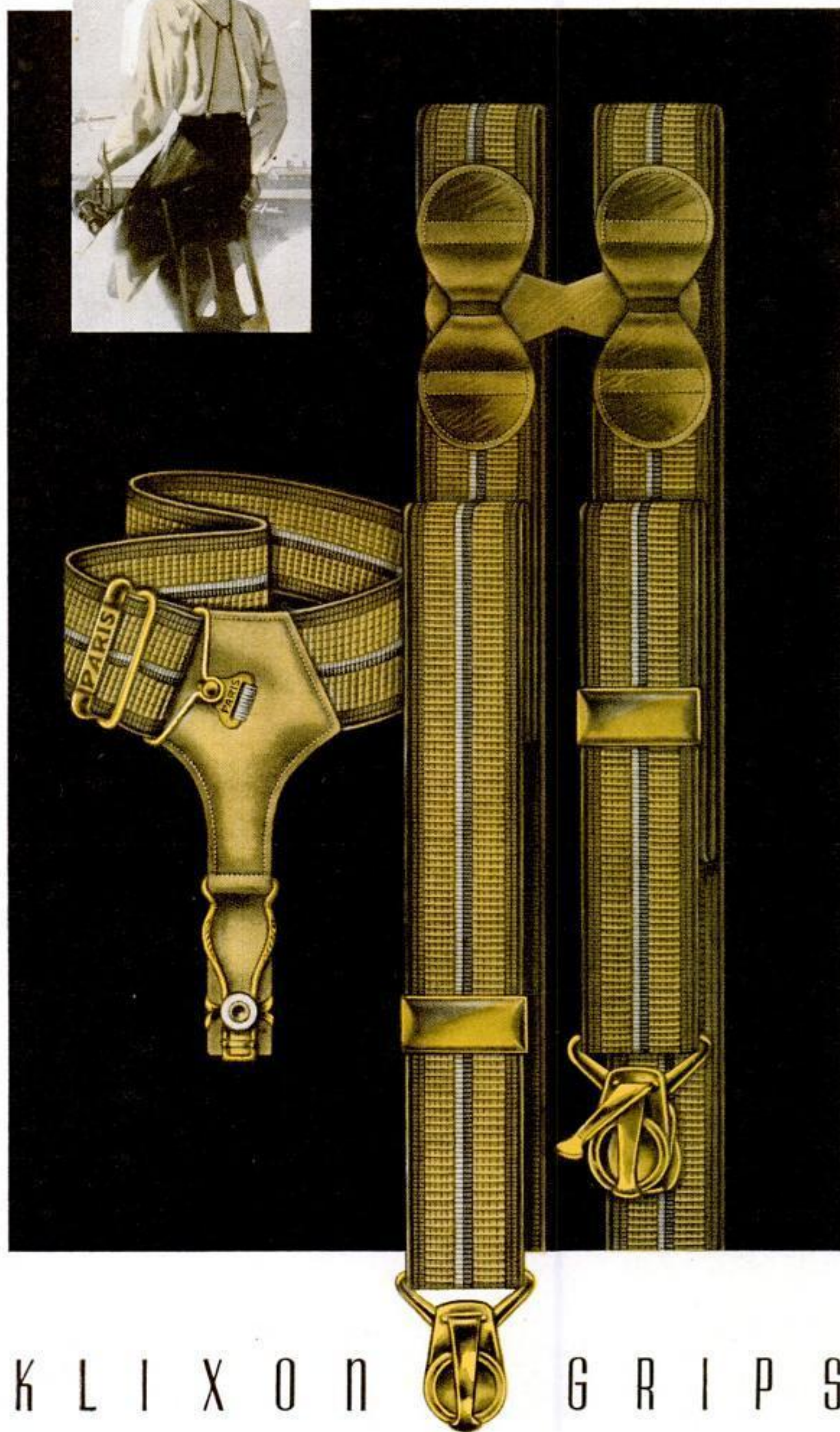


Fever of the treasure hunt sends the guests sprawling on their pretty pressed frocks. Here six searchers get in each

other's hair by inefficiently concentrating on the recesses of a single bed, while Hostess Gene Thulin, who has already

found her treasure, looks on (*upper left*). Rewards of chase were bounce-back rubber balls with elastic bands attached.

WHEREVER YOU GO—PARIS MEANS STYLE



PARIS
MADE IN AMERICA
FREE-SWING SUSPENDERS
GARTERS • BELTS

Flip and it's open—click and it's locked to stay. Paris "Klixon" grips automatically adjust themselves to any thickness of trouser top. Won't slip or unfasten. Can't mar the finest fabric. You'll appreciate "Klixon's" convenience—you'll admire their smart style and you'll find them on a wide variety of Paris "Free-Swing" Suspenders for Spring. Your dealer has them now together with a handsome selection of Paris Suspenders with leather ends. Both styles \$1 and up. Paris Garters—"No metal can touch you." Non-binding, non-slipping. Extra comfort; extra wear—50c. A wide variety at 50c and \$1.

A. STEIN & COMPANY
Chicago • New York • Los Angeles

Kids' Party (continued)



After the treasure hunt, guests descend the stairs with trophies. Their spirits are elevated by the imminence of ice cream and cake. Hostess Gene Thulin leads the way.



Paper-capped and festive, they watch critically as Maid Jessie Vanhazinga cuts angel-food birthday cake. Ice cream was maple nut. Note litter of favors strewn on table.



hungry hostess is agreeably amazed at her own capacity. At right: her kid brother hands in order to operate more effectively. From now on it's every guest for himself.



ressing for home, guests cope desultorily with buttons, leggings, other engineering problems. Less experienced members abandon the effort and rely on adult assistance.

WE'LL TAKE THAT NEW CAR, MISTER ALLEN...
 Sure, we figured the financing ourselves
 —right from the GMAC chart!



WHAT a thrill it is for every man's family—the happy realization of owning a new car! But remember...you don't buy a new car every day, so it's wise to figure the whole deal by yourself before you put out any money.

Just send the coupon below for the GMAC Figuring Chart that gives you all car financing details in dollars and cents... shows exactly what you get for what you pay! With this simple chart you can figure your own transaction . . . based on the amount of time you want and the amount you wish to pay monthly.

Notice the *low cost* of the General Motors Instalment Plan —and the broad insurance protection for your car which it includes. Compare it with similar finance plans and what they offer. This way, you see just where and how you save!

So send for your Figuring Chart today! Learn for yourself the surprisingly low cost of the GMAC Plan! Then see your General Motors dealer.

This plan is available only through dealers in Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac cars.

NO SALESMAN WILL CALL

GENERAL MOTORS INSTALMENT PLAN C-3

GENERAL MOTORS ACCEPTANCE CORPORATION
 1775 Broadway, New York

Please send me GMAC Figuring Chart for the car checked below:

☐ CHEVROLET ☐ PONTIAC ☐ OLDSMOBILE ☐ BUICK ☐ CADILLAC

Name _____

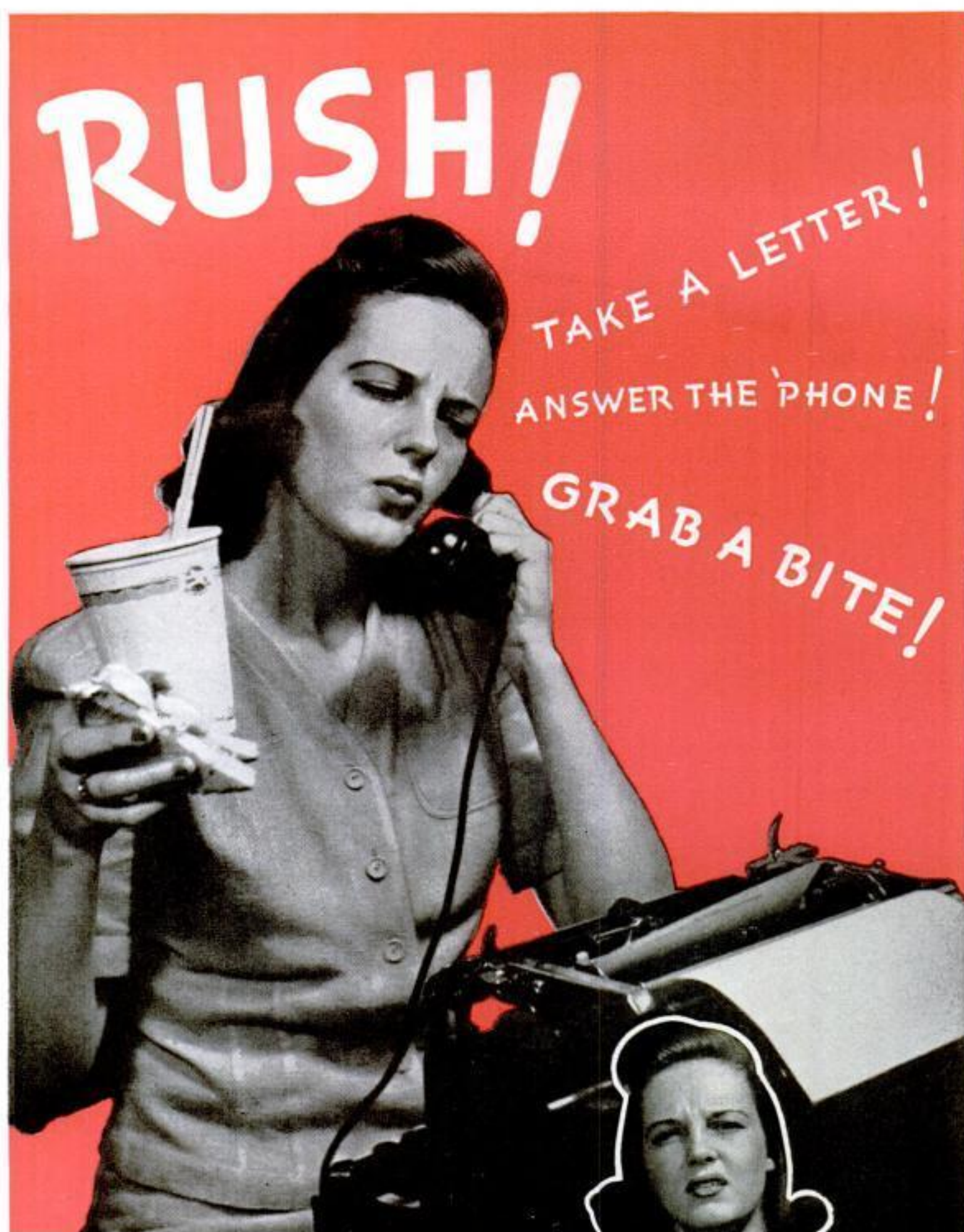
Address _____

City _____ State _____ U.S.A. _____

County _____

Send for this Figuring Chart

GMAC Figuring Chart



And then— UPSET STOMACH!

Does nervous excitement, improper diet or the furious pace of modern life upset your stomach? Don't make the mistake of adding to the trouble with overdoses of antacids or drastic, irritating physics.



Never upset an upset stomach! Quiet and soothe it with pleasant PEPTO-BISMOL. Not an antacid . . . not a laxative . . . PEPTO-BISMOL quickly helps relieve your stomach distress and aids in retarding intestinal fermentation, gas formation and in relieving simple diarrhea.

Keep a bottle at the office as well as at home.
You'll like the flavor!

*In two sizes, at your druggist or
by the dose at drug store fountains.*



PEPTO-BISMOL

FOR UpSE7 STOMACH

REG. U. S. PAT. OFF.

PICTURES TO THE EDITOR

HOLIDAY CATCHES

Sirs:

These pictures of my daughter, Ann Lorraine, were taken over a period of eight years, beginning in 1933. Each year on the Fourth of July we go trout fishing, and each year I have photographed my daughter with her day's

catch. As you can see, the years have been both fat and lean, but she's never returned empty-handed. The best year was 1935, while the following year was the worst.

PAUL D. JOHNSTON
Aptos, Calif.



MARLIN



WHO SAID
GOOD BLADES
HAVE TO BE
HIGH PRICED?

No spy-glass needed to spot
this shaving buy—twenty unbeatable
blades for a quarter!

BLADES

Guaranteed by
THE MARLIN FIREARMS CO.
New Haven, Conn.

DOUBLE EDGE
20
FOR
25c

Single
Edge Type
15 for 25c

SEE! 4 Double or Single edge blades. Write 88 Willow St., New Haven, Conn.



THE WATCH FOR
"ACTIVE SERVICE"



\$2975

Sea Hawk

Your Sea Hawk can really "take it"!
WATERPROOF.....coin-thin.....
cushioned against shock! Non-
magnetic...luminous or plain dial...
washable strap. At leading jewelers
...many models are priced from \$25.

Write for illustrated booklet 102.

GIRARD-PERREGAUX
Fine Watches Since 1791
ROCKEFELLER CENTER • NEW YORK
In Canada: Dominion Square Building, Montreal
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PICTURES TO THE EDITORS

(continued)

BLIND DATE

Sirs:

After reading LIFE's story (March 3) on the Greneker manikins, Larry Lowenstein was inspired to date "Suzy Greneker" for the New York University Senior Ball on March 8. Larry had a wonderful time but the evening proved a bit strenuous for Suzy, as mid-way through the party her arm fell off.

BARRY KRAMER

New York, N. Y.



SUZY & LARRY DANCE DREAMILY



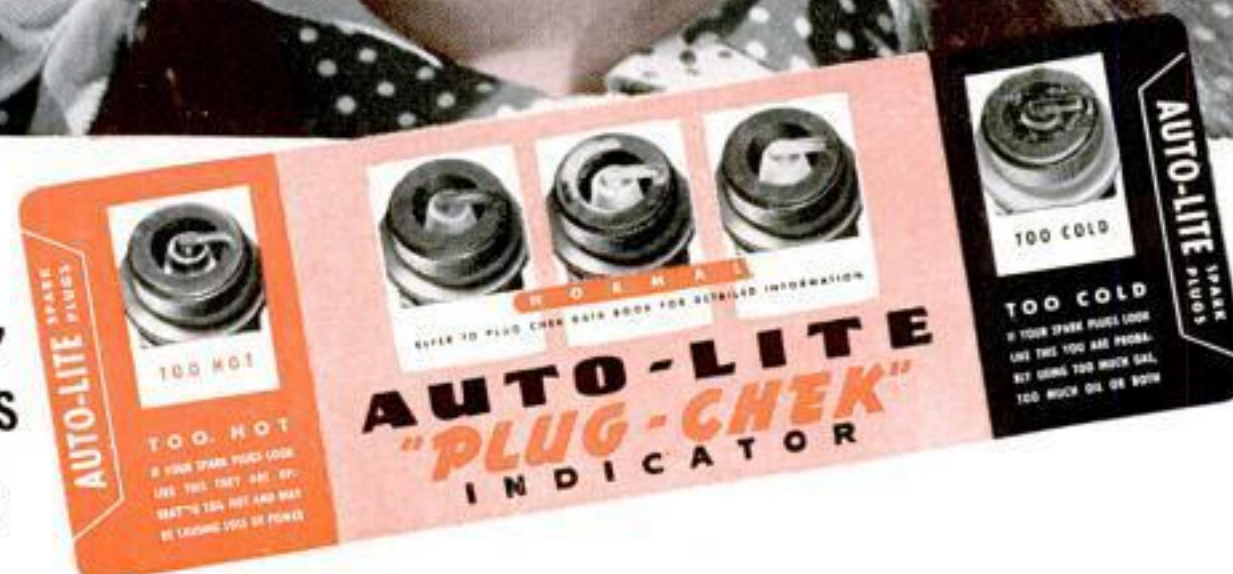
HERE THEY SHARE A CIGARET



SUZY BESTOWS A WOODEN KISS



CHECK YOUR
SPARK PLUGS'
HEALTH THIS
EASY WAY!



THOUSANDS HAVE REPLACED WITH WRONG TYPE SPARK PLUGS—AND DON'T KNOW IT!

HERE'S a new service for motorists. A scientific device called a "Plug-Chek," helps every Auto-Lite dealer spot, more easily than ever before, plugs that are functioning improperly or have burned or fouled because of engine irregularities. He quickly compares

the "business end" of your spark plugs with the "Plug-Chek." This reading enables him to better analyze the operation of your engine, helps him restore top engine performance. Get a "Plug-Chek" today. And when faulty spark plugs need replacement put in new Auto-Lites—the spark plug that's "Ignition Engineered by Ignition Engineers."



THE ELECTRIC AUTO-LITE COMPANY
TOLEDO, OHIO • Merchandising Division • SARNIA, ONTARIO

AUTO-LITE SPARK PLUGS

IGNITION ENGINEERED BY
IGNITION ENGINEERS

This splendid mixer wins applause

Throughout our thirsty nation;

It sparkles extra long because

Of bonded carbonation!



SPARKLING WATER (SODA) ★ PALE DRY GINGER ALE ★ GOLDEN GINGER ALE

In full, 32-ounce quarts and smaller sizes

PICTURES TO THE EDITORS

(continued)

MOUNTAIN CLIMBING MADE HARD

Sirs:

One of the principal extracurricular activities at Western State College in Gunnison, Colo. (altitude 7,683), is mountain climbing. Not content with scaling the forty 12,000-ft. peaks within a radius of

50 miles, the students practice mountaineering right on the campus. This picture shows two coeds making a vertical descent of the library wall, while two other girls await their turn.

LANG WILCOX

New York, N. Y.



MOUNTAIN CLIMBING MADE EASY

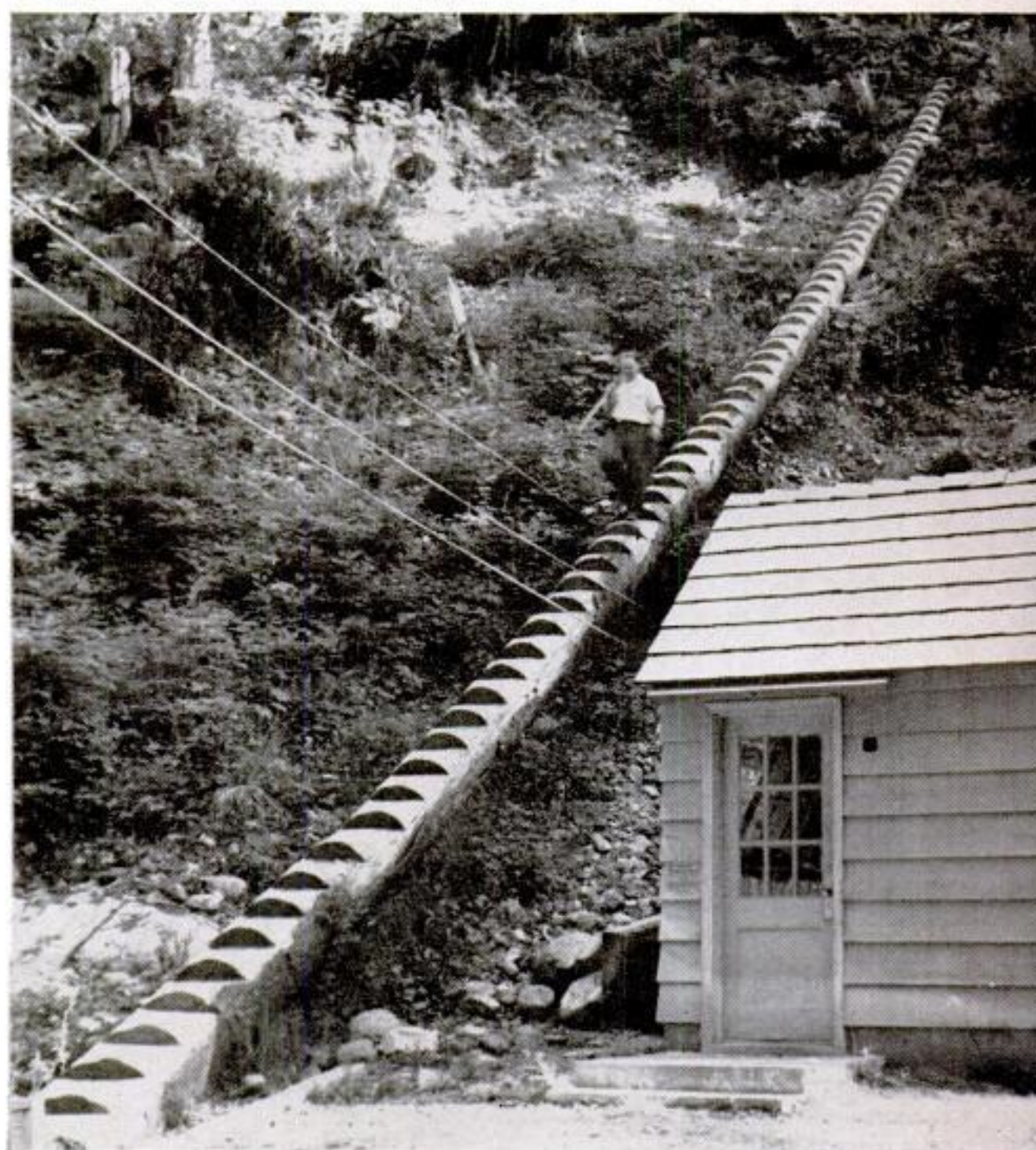
Sirs:

This giant tree was felled by CCC boys on a mountainside in the Cascade Mountains of Washington. Stripped of

its branches and notched with steps, it makes a handy stairway. Users are advised to hew to a straight and narrow path.

V. W. FLOYD

New York, N. Y.



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Personals



by the
"BAKER CHOCOLATE
GIRL"

(One of America's Most
Famous Trade-Marks)

Do you ever vary your breakfast routine with brimming cups of BAKER'S COCOA? Sunday's a good day for it—when your family has time to be appreciative. It will do your heart good to see their happy faces!

There's something extra jolly about the fragrance of BAKER'S COCOA... and about its rich, lip-smacking, full flavor! BAKER'S COCOA, compared to



ordinary cocoa, is like cream compared to milk—it has extra richness. That's why BAKER'S COCOA goes so far and tastes so good. You'll find it a real economy to buy BAKER'S COCOA always in the pound-size can.

Serve BAKER'S COCOA—hot, or in cool milk shakes—for afternoon pick-ups... with Sunday night supper snacks... with cookies or sandwiches for party refreshments... as an easy way to give substance to simple, light luncheons. BAKER'S COCOA is a good source of food energy and an enticing form in which to give children milk.



FOR SWEET-CHOCOLATE COOKERY with real character of flavor, you'll like this old-time favorite. BAKER'S GERMAN'S SWEET CHOCOLATE makes dandy, quick chocolate frostings and sauces. And it has been immensely popular for years for making luscious Ice-Box Cakes. There's a recipe for Ice-Box Cake on the back of the package, which will set you up as a hostess!

BAKER'S GERMAN'S SWEET CHOCOLATE is good to eat as is. Take it on hikes!

BAKER'S

A Quality Product
for every chocolate use

Welcome Spring with this new

CHOCOLATE "PEPPERMINT PATTY" CAKE

(1 egg and 2 egg yolks)

- 2½ cups sifted Swans Down Cake Flour
- 1½ teaspoons Calumet Baking Powder*
- ¾ teaspoon soda
- ¾ teaspoon salt
- ¾ cup butter or other shortening
- 1½ cups sugar
- 1 egg, unbeaten
- 2 egg yolks, unbeaten
- 3 squares Baker's Unsweetened Chocolate, melted
- 1 cup milk
- 1 teaspoon vanilla
- ½ cup boiling water

Sift flour once, measure, add baking powder, soda, and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add egg and egg yolks, one at a time, beating well after each. Add chocolate and blend. Add flour, alternately with milk, a small amount at a time, beating after each addition until smooth. Add vanilla; then add boiling water, beating quickly and thoroughly. Bake in two greased 8 x 8 x 2-inch pans in moderate oven (325° F.) 45 minutes, or until done. Spread with "Peppermint Patty" Frosting. Cover with Chocolate Coating. Keep cake in cool place until coating is firm.

*This recipe has been developed with Calumet Baking Powder. If another baking powder is used, adjust the proportions as recommended by the manufacturers. (All measurements are level)

"Peppermint Patty" Frosting

Measure 5 cups sifted confectioners' sugar. Cream 4 tablespoons butter; add part of sugar gradually, blending after each addition. Add remaining sugar, alternately with 2 unbeaten egg whites, then with about 2 tablespoons rich milk, until of right consistency to spread. Beat after each addition until smooth. Add ¼ teaspoon salt, ½ teaspoon vanilla, and 1½ teaspoons peppermint extract.

Chocolate Coating

Combine 4 squares Baker's Unsweetened Chocolate, ¾ cup sugar, and ¾ cup water in saucepan. Cook, stirring constantly until chocolate is melted; blend with rotary egg beater. Then boil gently 6 minutes, or until very thick, stirring constantly. Add 1 tablespoon butter and beat until blended. Cool until thick enough to spread.



TO MAKE THE FLAVOR RICH
AND RIGHT, BE SURE YOU USE
BAKER'S CHOCOLATE



PEPPERMINT—cool as March winds which remember snow... CHOCOLATE—with tropical warmth in its flavor... what a happy combination for Spring!

Entertaining this season, you'll like this big, easy-to-cut cake with its proud chocolate coating... thick, creamy frosting... rich-flavored, red-brown, tender chocolate crumb. But don't forget it takes BAKER'S CHOCOLATE to give perfection of richness! For Baker's is pure chocolate—just choice cocoa beans crushed, with nothing added and none of the luscious cocoa butter removed! American housewives, in 175 years, have found no rival to the quality of BAKER'S CHOCOLATE. So why not make it your rule, too, that "any chocolate food worth making is worth making with BAKER'S CHOCOLATE!"



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"My Party Book" of 59 wonderful cake, frosting, dessert and refreshment recipes from the BAKER'S CHOCOLATE Kitchens. Address GENERAL FOODS, BATTLE CREEK, MICH. LM-3-31-'41

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(If you live in Canada, address General Foods, Ltd., Cobourg, Ont.) (Offer expires Sept. 30, 1941)

***"FINE AS SILK, SALLY—
AND PLENTY MILD!"***

"Luckies pay higher prices to get the lighter leaf!" says Fred Evans, independent tobacco buyer of Danville, Va.

TO folks who watch the auctions, it's plain as day that Luckies go after the lighter, milder leaf—and pay higher prices to get it. That's why most auctioneers, buyers and warehousemen prefer Luckies. I've smoked Luckies myself for 14 years!"

In buying tobacco, you get what you pay for. And independent tobacco experts tell you that Luckies pay higher prices to get the finer, the lighter, the naturally milder leaf. So why not decide to smoke the smoke tobacco experts smoke? Next time, ask for Lucky Strike.

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With men who know tobacco best — it's LUCKIES 2 to 1